

Dallas

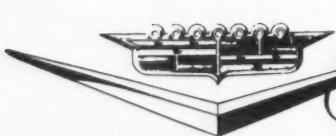
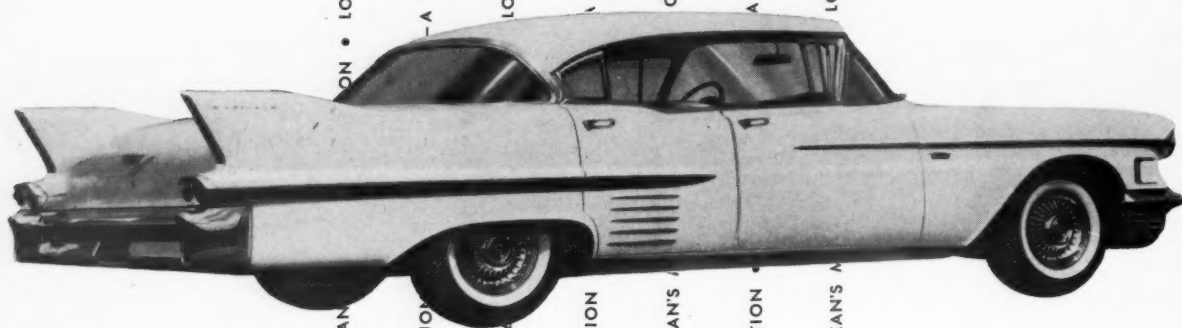
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BUSINESS FLYING: *Big Business for Dallas*

MOTOR DOM'S MASTERPIECE

1958 CADILLAC



LONE STAR

Cadillac

COMPANY

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The facade of this beautiful new Dallas building is an interesting example of contemporary design. Two-tone spandrel panels of *McAx Architectural Porcelain* are combined with glass and natural stone for variety in texture and color... demonstrating once more the high compatibility of porcelain enamel with other exterior finishes.

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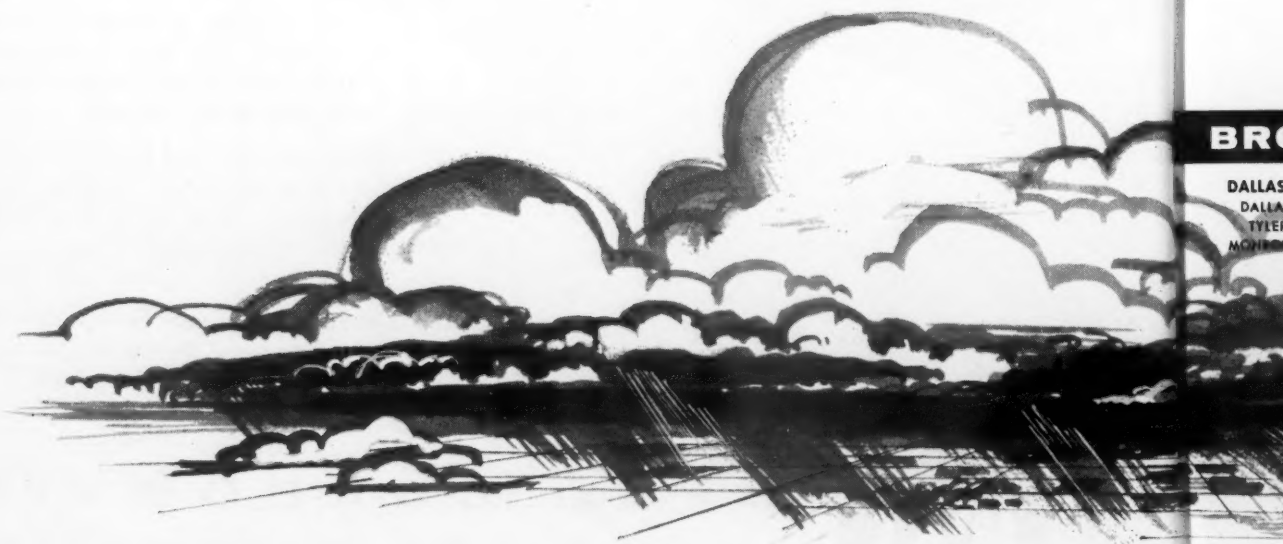
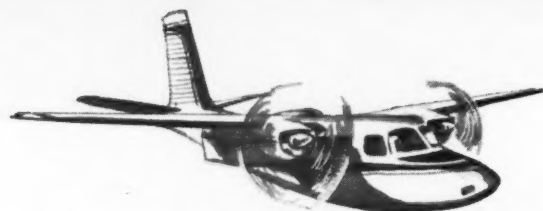
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Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



THE historic handshaking depicted above took place on January 1, 1917 between Dallas Police Chief Ryan and Lester Miller. Still living in Dallas, Miller made a "dare-devil" flight from a field near the Houston Street viaduct to Fort Worth and return. Three years before, the Texas Employers Insurance Association, which had been created by an act of the Texas Legislature, began operations in a small room in the Praetorian Building. Homer Mitchell began the business as a one-man operation and was later joined by another young man, Austin F. Allen, who became auditor. In 1920, a companion company, Employers Casualty Company, was formed and for many years the two firms occupied offices in the Interurban Building. Today the two firms have more than 1,400 employees. Texas Employers present assets are over 27 million dollars and its surplus to policyholders over eight million. Employers Casualty has assets of almost twenty-nine million dollars and its surplus to policyholders exceeds six million. Homer Mitchell died in August, 1956, and today Austin F. Allen is Chairman of the Board and Ben H. Mitchell is president of both companies. The "daredevil" flights of forty years ago have become commonplace for staid business men and grandmothers and Dallas has become one of the nation's great centers of commercial aviation.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 Praetorian Mutual
Life Ins. Co.
(Formerly The Praetorians)

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1911 W. W. Overton
& Co.
Investments

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

CONTENTS THIS MONTH

KATHERINE GAINES
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Advertising Associate

LOUISE TATE
Advertising Assistant

ON THE COVER: The new look in business flying terminals is exemplified on this month's DALLAS cover. The scene is a photograph of the lobby of Southwest Airmotive Company's modern executive terminal at Dallas Love Field which was officially opened in January.

	Page
Washington Report: The Subcommittee on Oversight	9
Dallas Sets New Standards for Business Flying	10
Southwest Airmotive Opens New Gateway to Dallas	14
Business Flyers Shop Dallas for Supplies	16
Southwest Airmotive Puts Whirr Back Into Jet and Piston Engines	17
Concessions: Love Field's Meal Ticket	18
Private Flying Began with Aviationists	21
Business Aviation Brings Thriving Success to Dozens of Dallas' Aircraft Companies	22
Civic Leaders Named to Chamber Committees	26
Dallas . . . City with a Future in Space	30
Business Information Goldmine Stored in 1958 KEY TO DALLAS	35
Twenty-Eight Hundred Members Sought This Year	37
Women In Business	71
Young Men Going Places	90
Ad Index	96
Pioneer Pages	6, 97



FEBRUARY 1958

Top Flight Visitors	25	News Spotlight	66
Dallas World Trade	32	Anniversaries	68
Books for Businessmen	44	New and Expanding Business	72
Honors and Awards	49	Appointments and Promotions	80
Civic Events	50	Shows	94
Religion	58		
Clubs and Associations	62		

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*"Why don't you give the First in Dallas
an opportunity to say YES"*



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DALE MILLER'S

WASHINGTON

REPORT



The Subcommittee on Oversight

What with satellites and missiles and space phenomena preempting the stage in Washington and infusing the political drama with gravity and sinister import, it appeared for awhile that this session of Congress might run shy of those diversions which are supplied with faithful regularity by the various investigating bodies of the House and Senate. But no. The session had scarcely worked up a full head of steam before a House Subcommittee began applying the hotfoot of inquisition to certain government dignitaries (outside of Congress, of course), beginning with the august members of the Federal Communications Commission, and promising, or threatening, to extend in due course to the higher echelon personnel of other such government agencies.

This investigating group is a segment of the House Committee on Interstate and Foreign Commerce, and is quaintly dubbed the Subcommittee on Legislative Oversight. It set out, anyhow, with the evident intention that there would be no oversight on the part of the inquisitors in inquiring about oversights on the part of the inquisitees, and it eventually turned up alleged gifts of color television sets, *inter alia*, the acceptance of which was thereupon condoned and condemned via thousands of words which threatened to get nowhere.

All of this had a familiar ring to this observer, as to anyone else who has been in Washington for some time, being strongly reminiscent of the deep-freeze and mink-coat extravaganza of a few years back. At any rate, we looked into our files for appropriate parallels and came upon an article which appeared on this page six years ago this month. It commented upon a Congressional investigation of government agencies, and, except for the fact that the personnel of the agencies were identified with the Truman administration then instead of the Eisenhower administration now, the inquiries of yesterday and today conformed to a

similar pattern. For example, this intelligence was imparted by that 1952 article:

"An RFC executive, for instance, acknowledged before a Senate Committee that he had accepted certain gifts, like a small ham from time to time. Under prolonged questioning he defended the small ham but conceded that a large ham was improper to accept, and he eventually averred in all seriousness that a twelve-pound ham was about the limit of propriety. In another instance, a well-known Senator of puritanical reputation declared that he conscientiously sought to assay the value of each gift that he received, and if it appeared to have cost less than \$2.50 it was accepted, but if it appeared to have cost more it was returned. Others in the various strata of government expressed their own particular standards of propriety, until one philosopher came up with a classic criterion: If you can't eat it or drink it in twenty-four hours, send it back."

All of these investigations have their wryly amusing moments, to be sure, but there is something disheartening in the manner in which they usually degenerate into dissections of personal behavior, rather than search out the broad issues of whatever principles are involved. This is not to say that these inquiries are valueless even in their limited concepts, for in a democratic form of government it is doubtless necessary that the probing spotlight of public appraisal of its institutions should move continuously over the whole and come to rest from time to time on each of its constituent parts. Yet too many of such investigations content themselves with superficial exposes, and with whatever political exploitation can be made of them, instead of relating their findings to basic governmental problems and devising some corrective measures which could strengthen our political system.

Some of these investigative bodies have a truly important responsibility; and that is particularly the case with respect to the

Subcommittee on Legislative Oversight. It was created and financed by Congress to investigate the functioning of the so-called independent agencies of the Federal Government, and to determine to what extent they are actually independent in their operations and to what extent that may be susceptible to influences and pressures from other branches of the government or from private interests. In the category of such agencies are the FCC, the Civil Aeronautics Board, the Federal Power Commission, the Interstate Commerce Commission, the Securities and Exchange Commission, the Federal Trade Commission, the Atomic Energy Commission, and a number of others.

These "independent offices and establishments", as they are somewhat loosely designated, were created by Congress over a period of years to deal with important segments of our growing national economy; and to preserve their independence they were accorded a separate status outside the regular executive departments. Accordingly, they are, in a unique sense, a fourth arm of the Federal Government; and their operations partake of the func-

The fourth arm of government: Is its independence adversely affected by political influence?

tions of the other three, being executive, judicial, and even legislative at times. As our economic system has greatly expanded and become more complex, the power of these independent agencies has grown in proportion.

Although these agencies are technically independent of other branches of the Government, it goes without saying, particularly since their major officials are appointed by the President, that they are continually beset by insidious pressures which must exert an influence on their deliberations and decisions. The extent to which this erosion of their independent status has been undergone and may be continuing is the crux of the matter, and the investigative resources of the Subcommittee on Oversight should be devoted, impersonally and objectively, to the determination of this question. Anything less than a non-partisan and penetrating examination of this fundamental issue would be an oversight indeed.

DALLAS SETS NEW STANDARDS



BUSINESS FLYING has grown in recent years to such an extent that corporation fleets are no longer unusual. A number of Dallas companies utilize more than one airplane in their businesses. Largest such fleet is operated by Magnolia Petroleum Company which bases 13 of its business aircraft in Dallas. Eleven of the company's planes and their pilots are shown above. Two were on trips when the picture was made.

At least once every 5.1 minutes, on average, a non-airline airplane operated for business use arrives at or departs from Dallas.

In a year's time (12 months ended June 30, 1957), the number of non-airline, non-military aircraft arrivals and departures amounted to 101,482, giving Dallas a clear title to the rank of the third most important business flying center in the United States.

These business aircraft carried an estimated total of 294,000 passengers — men and women traveling for business reasons in non-airline aircraft.

Selling and servicing the business aircraft based at Dallas, and the itinerant aircraft operating into and out of Dallas, has become an important industry in itself. More than 50 companies, providing employment for more than 1,500 persons, are engaged in the various phases of selling and servicing the business flying activities which center on Dallas. It is believed that if accurate, comparable data on the selling and servicing enterprises related to business flying were available for other cities, they would show that Dallas ranks second in the nation in this industry.

The full import to Dallas of the business flying story is not to be found in

facts like these, however, but rather in the story of the additional "reach" which business flying gives to Dallas as the market center and service center of the Southwest, and the extra, profit-generating mobility which it provides for the variegated business enterprises based at Dallas.

The increasing use of business flying as an everyday, essential tool of Dallas business is reflected in the fact that 60 multi-engine airplanes and 51 of the most modern single-engine aircraft, seating 4 persons or more each, were added to the fleet of non-airline, non-military aircraft based at Dallas during the last two years. These statistics tell an impressive story of the growth of business flying as a vital element in Dallas' air transportation pattern:

Non-airline, non-military aircraft in Dallas County

Multi-engine aircraft		Postwar 4-place (or more) single-engine aircraft	
1957	1955	1957	1955
127	67	242	191

The 369 aircraft included in the table above are just part of the total fleet of "general aviation" aircraft in Dallas County — the part which can be reasonably presumed to be used primarily for business travel.

In total, Dallas County had 719 active aircraft registered in 1957, compared with 574 in 1955, the Civil Aeronautics Administration reported. Many of these airplanes, of course, are owned and operated by individuals for personal pleasure flying. The "general aviation" category includes both the "hobbyists" and sports flying enthusiasts, as well as the owners who use their aircraft primarily for business reasons.

Generally speaking, the breaking-point between business flying and pleasure flying is indicated by the size and cost of the aircraft. Therefore, it is reasonable to assume that the multi-engine aircraft, and the postwar single-engine aircraft seating 4 persons or more, should be regarded as business aircraft, and the remainder of the Dallas County fleet should be classified as non-business airplanes.

There is a substantial amount of pleasure and sports flying in Dallas, as in most communities across the country, but this activity can not be directly related to the Dallas business pattern.

Business flying, on the other hand, can be demonstrably related to the way Dallas makes its living—and to the kind of living Dallas makes.

DIDS FOR BUSINESS FLYING



The Dallas branch manager who has to make frequent trips, often on short notice, back and forth to a home office location which is relatively inaccessible by scheduled airline service —

An independent oil operator who finds that opportunity beckons often from out-of-the-way places in the mid-continent oil fields —

A contractor who has to move men and materials between his Dallas headquarters and relatively isolated construction projects throughout the Southwest —

The vice president of one of the country's biggest retail merchandising organizations, who has to make fast "swings around the circuit" to his company's stores scattered over 11 states —

— these are just a few of the many possible examples which illustrate how Dallas uses business flying as a tool in its many-sided job of making a living. On the other side of the coin are just as many examples which could be used to illustrate the way in which the corporation executive in Pittsburgh, the automobile manufacturer in Detroit, or the oil man in Odessa use business aircraft for the extra mobility and utility which they require for their business ties with Dallas.

Together, the business aircraft based at

Dallas and the business aircraft which converge on Dallas from other cities throughout the Southwest and the entire nation, account for the fact that Dallas has the third greatest volume of business flying activity in the entire United States.

Of course, Dallas also ranks exceptionally high as a customer for airline transportation. With 0.41% of the U.S. population, the Dallas Metropolitan Area in 1957 generated 2.33% of the U. S. total domestic passengers enplaned on the scheduled airlines.

Numerically, Dallas ranked No. 10 among U. S. cities in number of passengers enplaned on scheduled airlines. Its total was exceeded by New York, Chicago, Los Angeles, Washington, D. C., San Francisco, Miami, Detroit, Atlanta and Boston, in that order.

But in volume of business flying activity, the only cities which exceeded Dallas were Van Nuys, Cal. and Detroit, Mich. The fact that Dallas ranks even higher in business flying than in its use of scheduled airline transportation points up the deep significance of business flying in the Dallas economy.

Further proof of Dallas' above-average use of non-airline, non-military aircraft is found in the Civil Aeronautics Admin-

istration's publication, Federal Airways Air Traffic Activity, Fiscal Year 1957. This publication reports that for the United States as a whole, 25 per cent of all aircraft operations recorded by CAA control towers were non-airline, non-military itinerant aircraft operations. At Dallas, however, the CAA report shows that 33.9 per cent of all aircraft operations were non-airline, non-military itinerant aircraft operations.

Dallas' business flying activity is distributed among five principal airports.

The greatest volume is at Dallas Love Field, which is also the metropolitan area's airline airport. Since Dallas Love Field is the only Dallas County airport at which the CAA operates a control tower, all of the data on itinerant aircraft operations — upon which Dallas bases its claim to the position of third most important business flying center in the United States — are for Dallas Love Field. If comparable data were available for the other airports in Dallas County, the total volume would be substantially greater. However, since other metropolitan areas also have additional airports for which no CAA reports are available, it is believed that Dallas' relative position would be unaffected, even if the total volume of business flying activity were officially reported.

The other airports which participate in Dallas' flying activity are:

Redbird, a non-airline airport owned and operated by the City of Dallas. The city's investment in the airport totals approximately \$2,750,000. Redbird has a NW-SE runway 4,450 feet long and 150 feet wide; a N-S runway 3,800 feet long and 150 feet wide; paralleling taxiways, 50 feet wide; medium intensity lighting on both runways to permit night flying operations; a rotating beacon and obstacle lighting. All runways, taxiways and ramps are of concrete. The two tenants on Redbird are Texair, Inc., a fixed base operation for sales and service of aircraft, and Executive Aircraft Service, Inc., a major aircraft modification and overhaul contractor.

Addison Airport, designed as an executive aircraft base and constructed as a private enterprise by W. T. Overton, John Murchison and associates at an initial cost of \$2,291,000. Addison has an asphaltic concrete runway 4,500 feet long and 100 feet wide; a packed sod runway 3,200 feet long and 200 feet wide; night lighting; a TVOR Radio facility; a 5,000-square foot terminal building, with restaurant, office space and lounge, six hangars for larger aircraft and 150 T-hangars for smaller planes. Dal-Tex Aviation maintains a fixed base operation for sales and service, and

10 Leading Airports of the U.S. in Number of Non-airline, Non-military aircraft movements

Rank	Airport	No. of arrivals and departures, F.Y. 1957
1	Van Nuys, Cal.	112,914
2	Detroit (City)	105,235
3	Dallas Love Field	101,482
4	Ft. Worth (Meacham)	98,162
5	Kansas City	85,388
6	Tulsa	78,329
7	Houston	66,933
8	Cleveland	56,482
9	Atlanta	50,974
10	St. Louis	49,380

¹ Itinerant aircraft

Source: Federal Airways Air Traffic Activity, Fiscal Year 1957; Published by U. S. Department of Commerce, Civil Aeronautics Administration, Planning and Development Office.

Leading Countries of the U.S., Number of Multi-Engine Acotve Aircraft, 1957

Rank	County and state	Number
1	Los Angeles, Cal	179
2	Harris, Texas	165
3	Kings, N.Y.	161
4	Dallas, Texas	127
5	Cook, Ill.	120
6	Yayne, Mich.	97

several major companies, including Collins Radio and Delhi-Taylor Oil Co. base their executive aircraft at the airport.

Highland Park, White Rock and Garland airports also provide facilities for business aircraft. In addition, there are other airports in Dallas County which are used principally for pleasure and hobby flying.

Dallas Love Field, while primarily an airline airport, has always been, and continues, the metropolitan area's principal business flying center. The same factors of accessibility and convenience which have made Dallas Love Field a superior airport for airline service have influenced its steady progress as a business flying hub.

A large proportion of the business aircraft based at Love Field are flown by professional pilots, employed by the aircraft owners. Several of the executive aircraft at the field have both pilots and copilots, on call at all times for immediate departures as business requirements may dictate.

The business aircraft are based at the various fixed base operations at Dallas Love Field. These include Dallas Aero Service, Gray Aircraft Co., Mustang Aviation and Southwest Airmotive. Other companies based at Dallas Love Field provide various related and supporting services.

The newly-completed units of Southwest Airmotive's 4-million-dollar base indicate the scope of the extensive business enterprises which have developed around the selling and servicing of business aircraft.

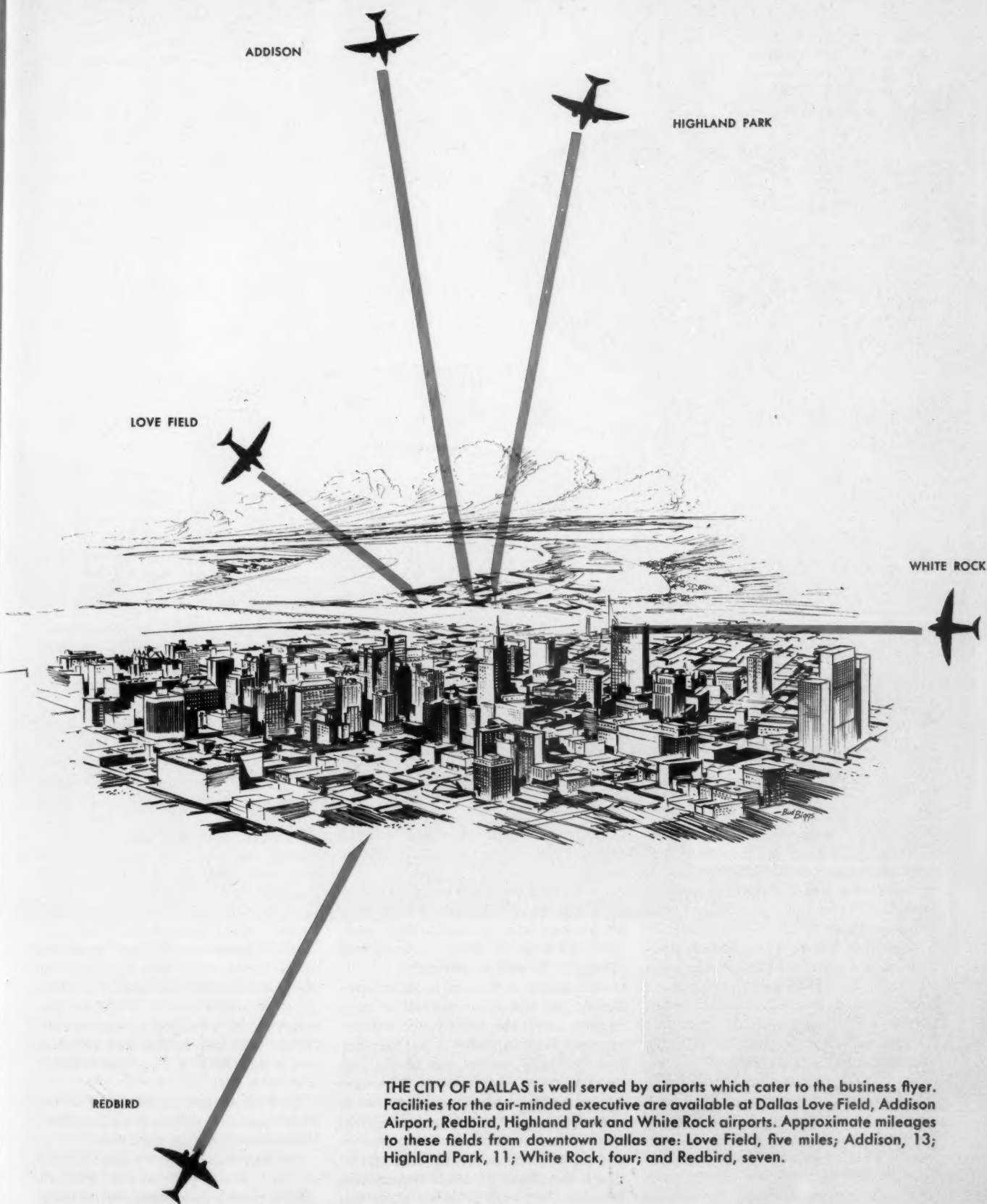
Southwest's new business flying terminal, with its ultra-modern appointments, its complete service facilities, its glamorous dining room, and other innovations has been widely heralded as a symbol of the coming-of-age of business flying.

Similarly, the completion of the new Addison Airport as a facility for general aviation financed entirely by private enterprise has focussed fresh nationwide interest on Dallas as a business flying center.

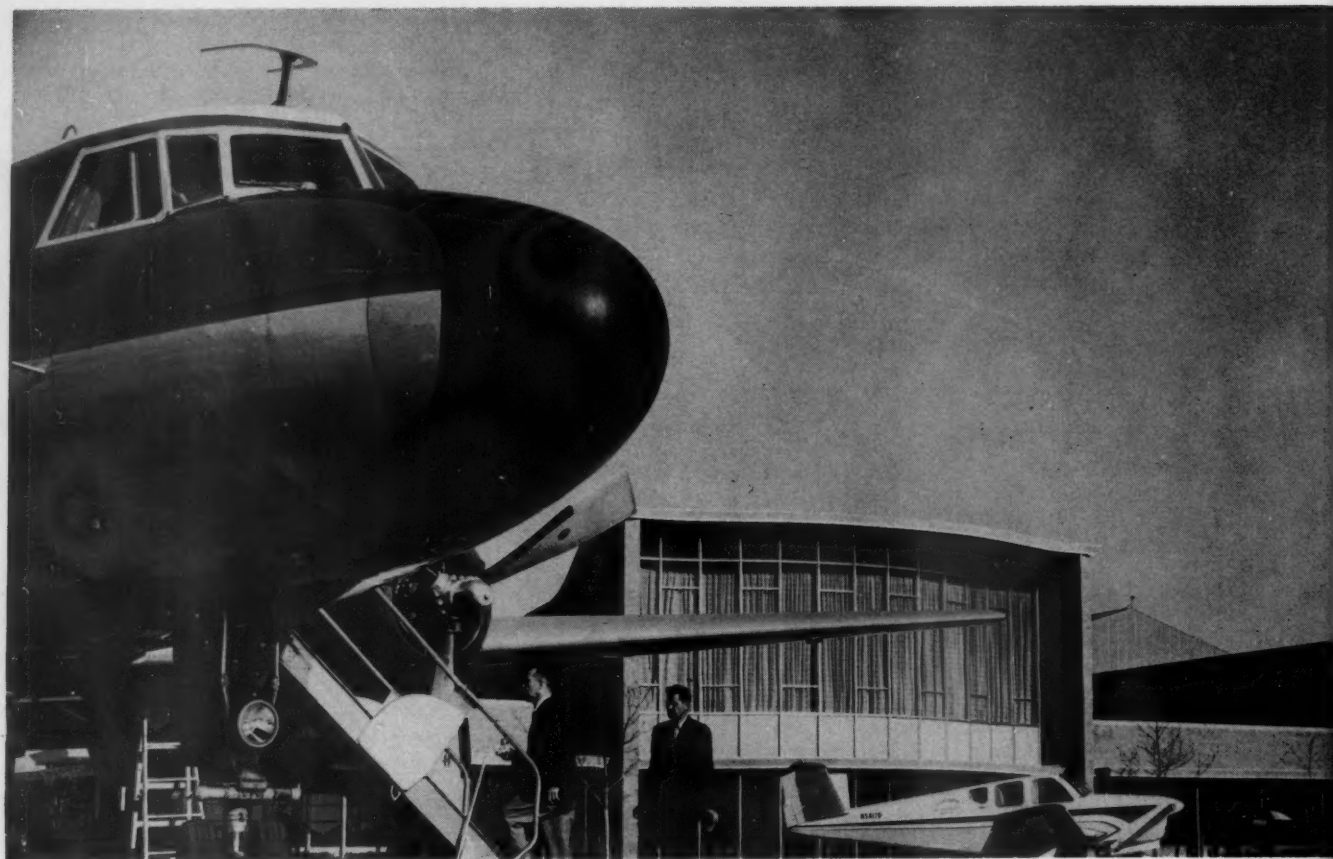
While statistics and the impressive new facilities at Southwest Airmotive and Addison Airport indicate Dallas' increasing stature in general aviation, the real impact of business flying is to be found not at the airports and hangars at which executive aircraft are based, but in the corporation offices of downtown Dallas where hard-headed executives have recognized that business aircraft are as essential as any of their operating equipment—be it adding machines, trucks or electronic brains.



TOP FLIGHT executives enter Dallas through private flying channels on an average of every five minutes throughout the week. Representative of such visitors is Ernest Breech, fourth from the left above, who is Executive Vice-President of Ford Motor Company. With Mr. Breech were other Ford officials who toured the company's Dallas plant.



THE CITY OF DALLAS is well served by airports which cater to the business flyer. Facilities for the air-minded executive are available at Dallas Love Field, Addison Airport, Redbird, Highland Park and White Rock airports. Approximate mileages to these fields from downtown Dallas are: Love Field, five miles; Addison, 13; Highland Park, 11; White Rock, four; and Redbird, seven.



CORPORATION EXECUTIVES who arrive at Love Field in private aircraft, now enter the City through the upswept, dramatic new terminal at Southwest Airmotive Company, located across the Field from Dallas' new multi-million dollar municipal terminal.

Deluxe Executive Terminal

Southwest Airmotive Opens A New Gateway to the City

When the corporation executive from Detroit, Atlanta or San Francisco flies into Dallas in his \$100,000-plus airplane, he soon learns that Dallas has done something for business flying that hasn't been done anywhere else.

He deplanes in front of a modern, glass-fronted structure. The mechanics who take over the servicing of his airplane are trimly-clothed in freshly-laundered uniforms which won't soil the upholstery fabrics used to make the interior of his ship a flying business office.

The front of the business flying terminal has a plot of grass, a row of liveoak trees and a holly hedge. As he enters the terminal, he notes the lobby appointments, which would be suitable for the reception room at his own company headquarters. An attractive young woman at the information desk can rent him an automobile,

lend him an impressive conference room, or direct him upstairs to a swanky dining room.

Meanwhile, the pilot goes to the operations office to sign the order for servicing his airplane and to file his flight plan. There he finds an office engineered for eye-appeal as well as efficiency.

Accustomed as they are to the accommodations for non-airline aircraft at most airports across the country, the business man and his pilot probably feel that they have suddenly stepped out of the past into the future. They think of the hanger lean-to accommodations which prevail at most airports, of the "greasy spoon" food services they frequently have to patronize, and of the un-businesslike counters at which they file flight plans and transact business. They will probably agree that the contrast is comparable to that between

the small town general store and the big cities' glamorous specialty shops.

They may not be aware of the statistics which rank Dallas third in the United States as a business flying center, but they will undoubtedly spread the word that Dallas Love Field is the airport at which business flying has finally "come of age"—where the man using a private airplane for business travel finds accommodations comparable to those at modern airline terminals.

In fact, the visitor can look across the airport toward Dallas Love Field's new airline terminal and mentally tip his hat to the community which has simultaneously provided two pace-setting terminals at its municipal airport—one for passengers on the scheduled airlines, the other for the men and women who do all or part of their business travel in private aircraft.

Each in its own fashion, Dallas Love Field's two new terminals have focussed fresh national interest on Dallas.

Aviation leaders, such as the director of Civil Aviation in Mexico, have described Love Field's new airline terminal, as the finest air terminal in the world.

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The general aviation industry and aviation press acknowledge that Southwest Airmotive's new facilities at Dallas Love Field provide the country's first business flying terminal, in the true sense of the world.

Both of Dallas Love Field's new terminals were put into operational use in January—the airline terminal many times bigger than the business flying terminal, but both equally noteworthy for their pioneering ideas in providing better service and greater conveniences for the two segments of the flying public which they serve.

Typical of comments by qualified industry observers on Southwest Airmotive's facilities was this paragraph from a story by Editor Tom Ashley of *Flight Magazine*:

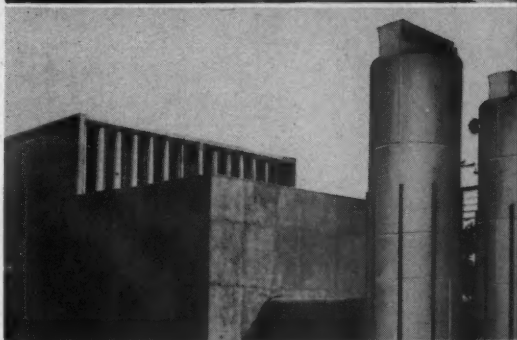
"Southwest Airmotive's new air-conditioned private terminal for customers is larger and has more features than many cities can boast for their public airline terminals — and it handles more traffic

THE FASCINATION of watching planes land and take off at Love Field is an added feature of Southwest Airmotive's Flight Deck Restaurant.

NEAR BEAR CREEK, Southwest Airmotive operates its jet engine testing plant.

OPERATIONS at the new business terminal are attractive and complete.

PICTURE WINDOW treatment is given to Dallas Love Field through Southwest Airmotive's bright lobby.



than many municipal terminal buildings. It is big, roomy, and plush — its facilities include luxury lobby, a club-like, glassed-in, deck-type upstairs dining room, an elaborately-equipped flight operations department for busy pilots and crews, three lounges, offices, and restrooms.

"It is the first of its kind anywhere, destined to be copied and improved upon by other business flying centers all over the country as the years widen the scale of general aviation. This is business aviation at its best."

In case you haven't seen it, the object of Ashley's affections is an upswept, dra-

(Continued on Page 98)

ENGINE OVERHAUL on jets requires complicated electronic testing, center right.

TESTING LABS at Southwest Airmotive are equipped with the latest devices.

MAINTENANCE and aircraft overhaul are accomplished in SAC's modern hangars.

SAC Builds an Air-Age Center

Business Flyers Shop Dallas for Supplies



THOUSANDS of essential aircraft and engine supplies are stocked at the Distribution Division of Southwest Airmotive.

ENGINEERING know-how is a key to sales in the competitive field of aircraft supply. At Southwest Airmotive, right, a salesman shows a customer exactly what his airplane needs and how it can be repaired.

It is fitting that Dallas, long a major capital in distributing the luxuries and necessities of the good life on terra firma, now also should be a capital for distributing the necessities of life and travel in the air.

The Distribution Division of Southwest Airmotive Company at Dallas Love Field has made Dallas and the municipal airport headquarters for the supplying of essential aircraft and engine parts and accessories to commercial airlines and to overhaul operators in a wide and deep section of Southwestern, Midwestern and Rocky Mountain USA.

From Dallas, the Division keeps the supply lines full to Texas, New Mexico, Oklahoma, Arkansas, and Louisiana. And, from recently opened branches in Kansas

City and Denver, the equipment flows in a steady stream to customers in Kansas, Missouri, Colorado, and Utah.

Being a rather hot-blooded industry, aviation provides an interesting arena for heated competition among distributors seeking the favor of manufacturers with the "hottest" products used on popular makes of engines and airplanes.

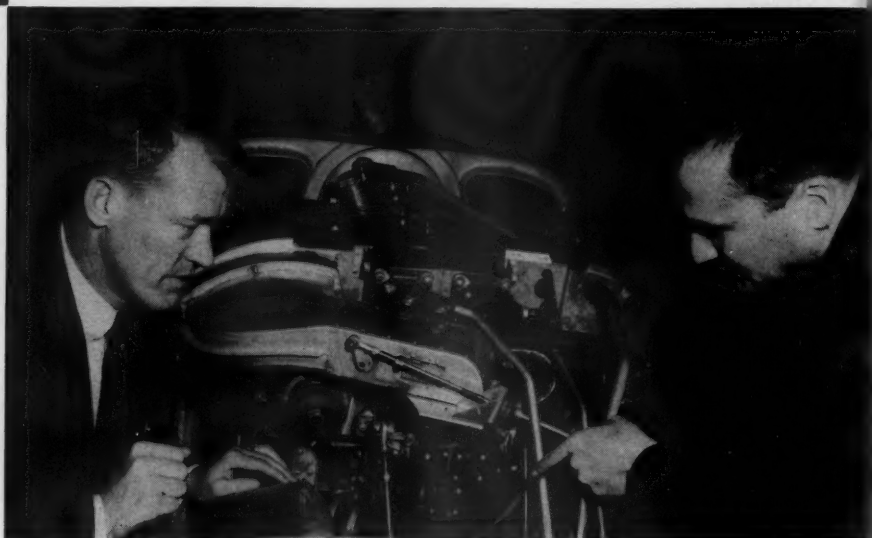
Hitching up its distribution belt after World War II, Southwest Airmotive entered the contest swinging and has emerged covered not only with glory — but with the names of flying's leading manufacturers.

SAC's "trophies" include distributorships for Pratt & Whitney Aircraft, maker of a majority of the most-used powerplants; Hamilton Standard, leading propeller maker and now a pace-setter with jet accessories; practically all the various divisions of the famous Bendix Aviation Corp;

duced, and sales were appallingly low.

Executive Vice President George W. Jalonick, III, one of the company's three principal owners and a salesman both by training and intuition, well knew that the big sales in aviation were being made to the commercial airlines. For distributors, however, this was No Man's Land. Airlines traditionally preferred dealing directly with the manufacturers — and vice versa. The consensus was that a distributor would be nothing more nor less than a bothersome middleman.

Aided and abetted by Vice President Paul A. Kennedy, then the sales manager, Jalonick plotted strategy involving a frontal assault on this time-honored theory. The two invaded the most dangerous skirmish line of them all — the regular meetings of all the nation's airline purchasing agents. They told their story here — repeating it as progress was made —



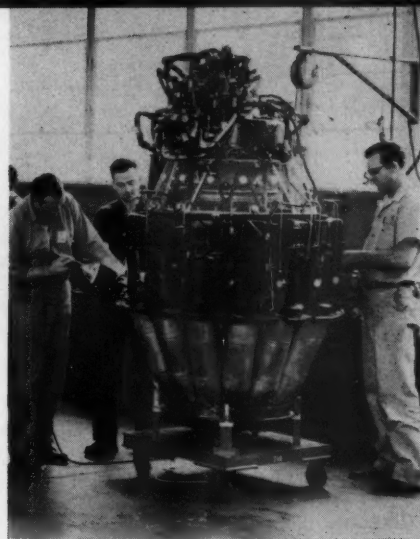
AC, Delco-Remy and Packard Electric divisions of General Motors Corp.; Aeroquip, B. F. Goodrich, and many others of equally distinguished ilk.

In its infant stages, Southwest's distribution division employed a fleet of small aircraft which regularly fanned themselves out through the territory, introducing new products and swapping stories with small flying school and service operations. The expenses were high; on-the-shelf inventory obsolescence shot up as new postwar improvements were intro-

then told it over and over again to the principal manufacturers whose products SAC felt it could best supply airline customers.

The story dealt more with facts and figures than with rhetoric. Specifically, Southwest Airmotive said it could save airlines money by carrying inventory the airlines normally stocked themselves; that SAC could effect savings in freight, insurance, and obsolescence; that it would be a valuable "second source" in event of

(Continued on Page 92)



SOUTHWEST AIRMOTIVE is the first company of its kind in the country to provide equipment, experience and personnel for complete jet engine overhaul. Workmen, left and below, dismantle the engines completely before reassembly for like-new delivery to the Armed Forces.

IN THE COMPANY'S clean and well-lit Dallas Love Field plant, lower picture below, Southwest Airmotive also continues conventional overhaul of piston engines.

Southwest Airmotive Puts Whirr Back Into Jet and Piston Engines

Any airman worth his wings will tell you that a Wasp Junior is not the small offspring of an armored, flying insect but the engine powering hundreds of the nation's busiest private airplanes.

Albeit not so readily, he also may be able to tell you that Allison J-33 is not a telephone number in East Lansing but a turbo-jet powerplant found in most of the jet training planes used by both the U.S. Air Force and the U.S. Navy. A version of this engine also powers the Martin Matador missile.

Dallasites, then, should be prepared to announce that Southwest Airmotive Company, based at Dallas Love Field, has overhauled more Wasp Juniors and more Allison J-33's than any other privately-operated facility in America.

In the case of the Wasp Junior, this Dallas-type brag can be authenticated by the Pratt & Whitney Aircraft Division of United Aircraft, which should know because it is designer-manufacturer of the engine.

In the case of the Allison J-33, verification is even simpler: Southwest Airmotive is the first — and still the only — non-manufacturing, non-military installation in the nation performing jet engine overhauls of any kind.

These are important and significant "firsts" in aviation, respected by legions of private and military airmen who consider

an overhaul performed at Dallas Love Field by Southwest Airmotive an honored hallmark of quality and reliability.

Since early in its history, 25-year-old Southwest Airmotive has been a specialist in the Pratt & Whitney R-985 Wasp Junior and has rebuilt thousands of them to exacting manufacturer's and CAA specifications. Hundreds of Twin Engine Beechcraft airplanes plying the nation's business skyways use the Wasp Junior — and, as a matter of fact, factory-new ones delivered by Beech at its plant in Wichita, Kans., are equipped with such powerplants overhauled by Southwest Airmotive. Reason: For many years, Pratt & Whitney hasn't produced the Wasp Junior; thus they are procured from war surplus and overhauled, the only source of supply.

Southwest similarly overhauled thousands of the engines under Air Force contract before it phased out its piston engine work for the USAF to pioneer the private overhaul of jets back in July of 1955.

While Wasp Juniors figure largely in its past and present, the versatile SAC engine division is equipped to overhaul all types and sizes of piston or reciprocating engines, from the 65-hp Continental to the 2,400-hp Pratt & Whitney R-2800. Incidentally, the company is one of the nation's only four authorized P&WA distributors and service stations.



These days, however, the most exciting news is being made by Southwest Airmotive's jet engine overhaul operations. Being first to provide the equipment, experience, and personnel for engine overhauls in the Jet Age is a step of no small size in modern aviation. The company dared take the gamble — and gamble it was — when the Air Force invited jet engine overhaul bids, SAC's courage and ability have paid off handsomely for all concerned. While Satisfied Customer U. S. Air Force continues to send engines to be revitalized by Southwest Airmotive craftsmanship, U. S. Navy likewise has con-

(Continued on Page 92)



Concessions:

Love Field's Meal Ticket



Running a huge air terminal to meet the needs of millions of travelers and guests is an expensive operation, one that requires tax dollars in many cities. Dallas Love Field, however, has paid its own way since the first modern terminal building was opened in 1940, and it will continue to do so in the beautiful new terminal. Of course, space rentals to the various airlines and landing fees contribute much of this money, but concessionaires pay hundreds of thousands dollars annually into the City's treasury and play a big role in keep Dallas Love Field's operating budget well in the black.

To be specific: During the first year of operation of the new terminal they will pay the City of Dallas at least \$656,355 in cash. This is an absolute minimum figure, well below what will probably be paid. In guaranteeing this huge sum to the City, the various concessionaires bought nothing

but space and the privilege of serving the public. The City spent not a cent decorating the various concessions; it did not even run air conditioning ducts into them.

All contracts were awarded last year through open bidding, with strict requirements set forth by the City on the operation of the various concessions. Contracts were for periods varying from 5 to 10 years. The rentals to be paid in the new terminal will more than double the City's concession income from the old building. While the new terminal will produce \$656,355 minimum the first year and increasing sums after that, not including locker and pay-toilet revenue, the old terminal paid the City only \$307,312.43 on all concessions during the last fiscal year.

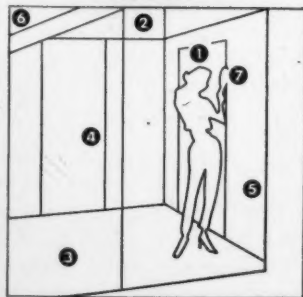
The major concession in the new terminal went to Dobbs House, Inc., for a minimum of \$15,013.25 a month the first year and \$16,744.75 a month for the remainder of the 10-year contract — or from 5 to 9% of gross, whichever is higher. For this sum, Dobbs House was given the right to spend a million dollars of its own money setting up and decorating the main dining room, coffee shop, basement cafeteria and flight line catering kitchen.

All of the concession contracts, except

(Continued on Page 93)

**RENT
A CAR**





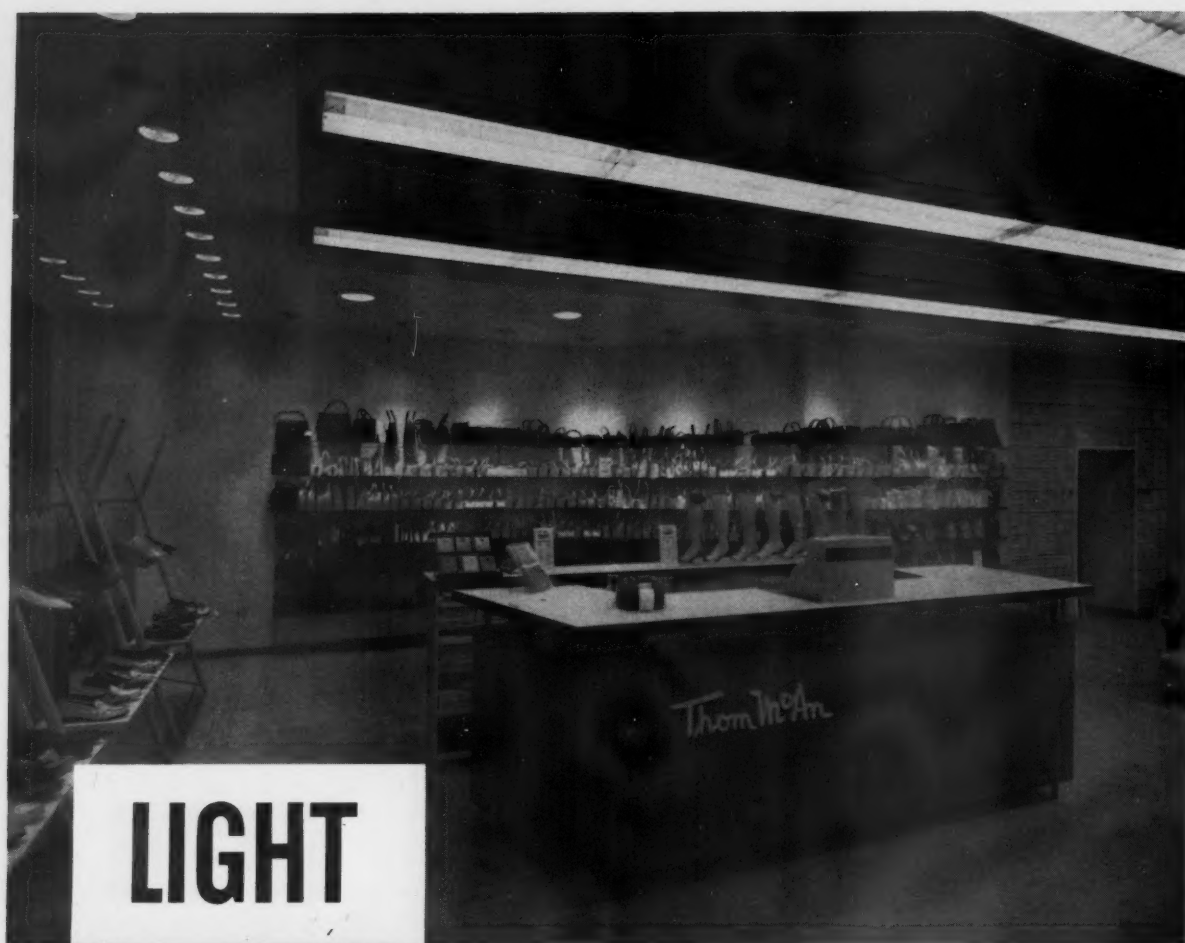
- 1. plate glass mirror 4. sliding glass door
- 2. glass glazing 5. glass tiles
- 3. tub enclosure 6. fiberglass
- 7. mirrors

A bright home, office or store calls for glass by Binswanger — sparks your creative flair . . . reflects your personal taste in smart decor. Use mirrors to enhance the brilliant image of your rooms . . . expand the walls to nature's natural beauty with vistas of glass . . . or delight in the practical elegance of Gulf Spray shower doors or tub enclosures. For dividing or opening rooms onto a patio, you'll find sliding glass doors will blend with any architecture. Even the walls are "easy-to-care-for" glass. Enjoy a soft, glareless glow in your rooms by top-lighting through fiberglass panels. Prices? Far lower than you imagine. Call today for a qualified Binswanger representative to assist you with whatever you need in glass.

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LIGHT

puts the
accent on
Successful
Selling



Smart, new Thom McAn shoe store at 5401 West Lovers Lane

Accent lights play an important part in modern merchandising. Versatile and adaptable, this kind of lighting can be used in many variations. In the photograph above, wall cases are lighted by adjustable angle spot lamps to direct attention to displays and stimulate sales.

Through the use of luminous panels, spot lamps, bullet lights, cove lighting and many other new and different ways, light can help you to increase sales. We will be glad to help you put accent lighting to work in your store. Our lighting advisory service is yours for the asking . . . just call RI 2-9321, station 368.

DALLAS POWER & LIGHT COMPANY

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DALLAS



THE WIDE OPEN SPACES of Love Field in the thirties show up behind Doc Booth's Waco plane with Major Bill Long in foreground. Texaco early entered the business flying field.



B. B. OWEN, center, early day Dallas private plane owner, poses at Love Field in mid-twenties with Eddie Addington, M. M. Merrill, Byron Good and Earle Rogers.

Private Flying Began With Aviationists

by Tom McHale

The bizarre beginnings of aviation in Dallas about a half-century ago contrast sharply with the strong corporate backing of business flying today.

Just forty-nine years ago, in February, 1909, Colonel E. H. R. Green became the first owner of a private plane in Dallas. The conservative business men of the city undoubtedly shook their heads when Colonel Green laid down \$7,000 cash for a Curtiss-type plane. Previously, Colonel Green had brought the first automobile to Dallas, and apparently he bought the plane for exhibition purposes at the Texas State Fair.

The financial state of the industry at that period may be gauged from the fact that the US Signal Corps, which had just given the Wright Brothers their first contract, had a total annual appropriation of \$150,000 for acquisition and operation of aircraft and training of pilots. Today some of the two hundred-odd multi-engined aircraft based on Dallas airports represent an individual investment several times that amount.

It is doubtful that Colonel Green's plane ever flew in Dallas. The following year a display advertisement in the March 3, 1910 issue of the *Dallas News*, announced an aviation meet at Fair Park sponsored by the Dallas Chamber of Commerce as: "The First Heavier Than Air Flying in North Texas." Earlier that year a French Aviator, Louis Paulham, had been restrained from flying over Dallas by a Federal Court injunction, but Otto Brodie, a nephew of Steve Brodie, "the bridge jumper," demonstrated a Curtiss biplane weighing 400 pounds powered by a four cylinder gas engine, and mounted on three bicycle wheels.

That was the beginning of a series of

aviation meets sponsored by the Dallas Chamber of Commerce and it undoubtedly had another purpose in bringing in additional thousands of people from the trade territory to witness the flights at Fair Park. These apparently continued up through 1914, when Lincoln Beachey performed at the Fair and into 1916, when

built a plane in 1914. Perhaps the outstanding Dallas pioneer who contributed the most to early day aviation was Morris M. Titterington. As a youth he built a plane, about 1911, that did manage to leave the ground somewhere in South Oak Cliff. He was later employed by the Sperry Gyroscope Company in Brooklyn in per-

AVIATION MEET AT FAIR PARK TODAY

FIRST DEMONSTRATION OF HEAVIER-THAN-AIR FLYING IN NORTH TEXAS
An Educational and Scientific Exhibition of Merit as Well as Interesting Entertainment
Aerial Navigation Solved—Daily Balloon Ascensions—Automobile Racing

Admission to Any Part of Grounds \$1.00
GRAND STAND FREE
DAILY FLIGHTS 3:30 P. M.
Band Concert 3 to 5 p. m.

PROGRAM INCLUDES
Startling and sensational swallow swoop, figure eight, dips, rapid curves, fast ascents; aero-auto races Saturday and Sunday; automobile match race Saturday; daily balloon ascents and parachute drops; trials for world's records for speed and altitude; exhibition work by three forms.

Admission to Any Part of Grounds \$1.00
GRAND STAND FREE
DAILY FLIGHTS 3:30 P. M.
Band Concert 3 to 5 p. m.

Otto Brodie, Aeroplanist, in Curtiss Racing Biplane
Oliver Haire, Balloonist

ORVILLE WRIGHT recently said to BRODIE: "The machine you are driving is the fastest and best that Glen Curtiss ever built." Curtiss also claims that the machine in Dallas is the example of his best effort.

"IDEAL GROUNDS" says Brodie
"Now, He Called Weather, and I'll Give You Wonderful Flights"

Arrangements have been made to give return tickets should flights not be accomplished on any days of the meet, so the exhibition is on the plan of "no fly, no pay."

DIRECTION DALLAS CHAMBER OF COMMERCE

Captain J. H. Worden, a nationally-known aviator, was killed while trying a loop near Vickery Station, apparently the first man killed in a plane accident in Dallas.

In the meantime, several small operations on building planes took place in Dallas. Harry Peyton, a 19-year-old youth from Waco, designed and constructed a plane in an old store building near McKinney and Mastin. This plane was rebuilt and flown by Lester Miller in a field near the present site of the Meadows Building. Another operation was conducted in an old two-story building near Main and Exposition, where a mechanic named Virgil and a pilot named Cooper

fecting a stabilizer and he is credited with developing the earth induction compass used by Lindbergh in his first overseas flight and by Commander Byrd in his flight over the pole.

The onset of World War I gave tremendous impetus to aviation in Dallas, with the original acquisition of Love Field as a Signal Corps flight training center. It also gave Dallas a basic air training center, Camp Dick at Fair Park, where a system of calisthenics was used to simulate the various positions of a pilot in flight.

Following the war a few hardy individuals hung on at Love Field, on a hand

(Continued on page 98)

Business Aviation Brings Thriving Success To Dozens of Dallas' Aircraft Companies

All across the Dallas Metropolitan Area, at airports large and small and even in numerous non-airport locations, are the more than half-a-hundred firms which participate in Dallas' thriving general aviation business.

The largest concentration, of course, is at Dallas Love Field. Other firms which sell and service the various phases of general aviation are located at the principal business flying airports — Addison, Highland Park, Redbird and White Rock. Others are located at the smaller airports which are operated primarily for pleasure flying. And still others are located in downtown Dallas, in the industrial districts such as Trinity and Brookhollow, and in the smaller communities of Dallas County.

"Fixed base operators" — the larger establishments at which private aircraft are bought, sold, overhauled, modified, serviced with fuel and oil — are the basic category of businesses which have developed around business flying and general aviation.

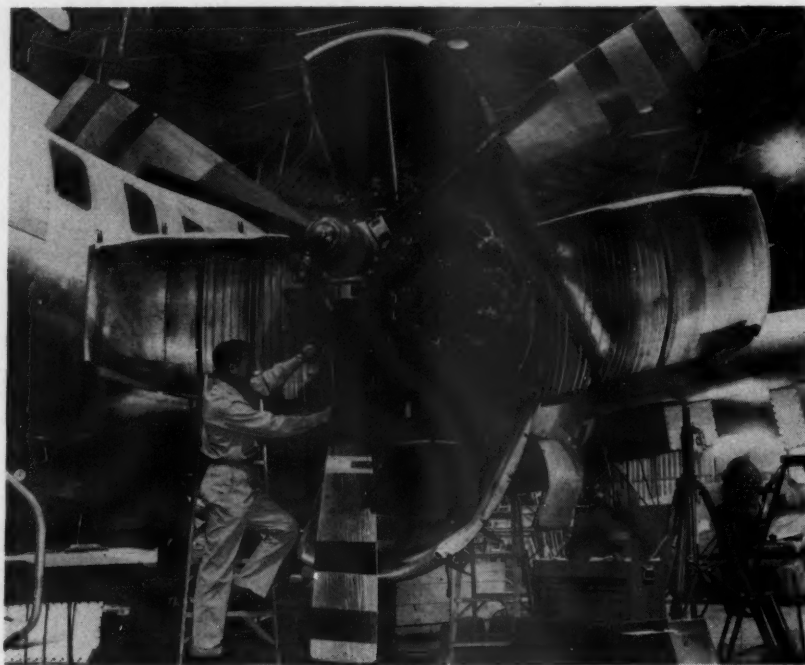
However, fixed base operators are just part of the story. The businesses in Dallas which tie into the general aviation activities centered here include "an aviation department store"; radio and instrument repair shops; aircraft distributors and dealers, apart from those classed as fixed base operators; engine rebuilders; and specialized services such as parachute dealers and packers.

A complete inventory of the businesses which relate to private flying, or to the broader description "general aviation," is obviously impossible. However, a thumbnail report on the major operations will serve to indicate the scope of the business in the Dallas metropolitan area.

Largest of the "Fixed-Base operators" is Southwest Airmotive with their new terminal and other operations covered in earlier pages of this issue. Next in size is Dallas Aero Service Inc., a completely integrated fixed base facility for business, executive and private plane operators. Now in its thirty-first year on the Northwest side of Love Field, Dallas Aero Service is headed by Major William F. (Bill) Long who founded the firm as part of Dallas Aviation School in the early twenties. Incidentally it was on the North side of Love Field that both the airlines and business flying were first based in Dallas.

Operating from four large hangars and

an administration building DAS provides engine overhaul, accessory sales and overhaul, complete radio and electronics products and service facilities, aircraft repair and modification, hangar storage, line service and many other special types of service. Sales for 1957 for this firm are estimated at \$2,500,000 and their total employment of 212 has an annual payroll of \$1,035,000.



REPRESENTATIVE of the complete overhaul and remodeling work accomplished by companies in Dallas is this conversion of a Convair which will be used by a large oil company after delivery by Executive Aircraft, Inc. The cowlings on the huge plane is opened for thorough overhaul of its piston engine. The plane's interior will be completely remodeled for business use.

Selling executive planes is also big business in Dallas. Located next to Dallas Aero Service and using their service facilities is the Brown Aero Corporation headed by John S. Brown and W. C. White Jr. This firm is area distributor for the twin-engine Aero Commander, a seven-place executive aircraft in three models: the 210 mph 560E, the 230 mph Supercharged 680, and the 240 mph Pressurized Alt-Cruiser. This is the first twin-engine pressurized business aircraft in production. This firm is also a distributor for Lycoming Engines and parts.

In that same area is J. R. Gray Co. Inc., Beechcraft distributors for North Central Texas. This firm has a fixed-base opera-

tion and is equipped to handle service, storage, overhaul and modification. Currently they have 20 twin-engine planes and 28 single engine planes based at their operation. For the past four years they have consistently done more repair and overhaul business than any other Beechcraft Distributor in the world. Pointing up the position of Dallas in Aircraft sales, J. R. Gray & Co. Inc. has consistently

ranked as one of the five leading Beechcraft Distributors in the world and its total annual sales now average approximately \$3,000,000.

Mustang Aviation is another fixed-base operation at Love Field. This firm has three ships available for charter service and also does overhaul, storage and maintenance. Presently in their hangar are twenty planes including six multi-engine ships. This firm is headed by J. O. (Toots) Womack and has 10 employees. The firm started business at Mustang Field in 1939 and has been at Love Field since 1951.

Another specialized firm based at Love Field is McElfish Parachute Service. Headed by Clark McElfish, this firm is



PART OF DALLAS' business flying facilities on the North Side Love Field are shown in the above photograph. Most of the commercial and business aviation in Dallas originated along this Love Field Drive Area.

distributor for five states for Pioneer Parachute Company. An important part of their business are special chutes for high altitude jets used by test pilots and air crews of Convair, Temco, Chance-Vought, Boeing at Wichita and others. The firm also operates M. & B. Sales where it merchandises AC Safety Belts, airplane curtains, AC Pulleys and other equipment.

Air Associates Division of Electronic Communications Inc. is another important Love Field facility. Headed by D. R. McCann this firm deals in maintenance material for aircraft. This includes such products as Narco Radios, Goodyear Tires, Exide Batteries, Scott Oxygen Equipment, refinishing material, hardware and other items. The firm has been at Love Field since 1936 and employs 28 people. Its Dallas operation covers five states and is one of seven division offices in the United States.

Associated Radio Co. is another specialized Love Field facility. This firm buys and sells communications equipment. It installs and services automatic pilot and radio equipment for executive aircraft. Associated Radio has been on Love Field ten years and employs sixty people.

Dallas Aircraft Supply is another Love Field-based facility that has been operating there for six years. This firm is a wholesale dealer for surplus aircraft engine parts and for Pratt & Whitney & Wright Engines. Other firms based at Love Field include Goss Aircraft Supply, Henry Seale Aviation Supply Co., Standard Aircraft Supply and others.

At Redbird Airport, the other City-owned facility are two fixed-base operators, Texair Incorporated and Executive Aircraft Service Inc.

Texair Inc. is a retail and wholesale dealer in all makes of used aircraft and also dealer for aviation engines, propellers and other aviation supplies. Currently based at Texair are 67 planes including nine multi-engine. This firm operates around the clock and has aircraft storage, repair and allied services. It also has rental cars and a restaurant on its base. Showing the current volume of traffic at Red-

bird, the firm reports four hundred and eleven operations during January of 1958. Texair is headed by Jack Shelton.

Executive Aircraft Service Inc. is a dealer for Piper Aircraft and also deals in such products as Narco and Bendix radios, Mitchell Auto-Pilots, AC Spark Plugs and other supplies. The firm is equipped for modification and overhaul of all aircraft in size up to and including Convair. Also equipped for aircraft maintenance and charter service, the firm is headed by L. V. Emery, president; K. S. Schumacher, vice-president and general manager and V. E. Morgan, treasurer.

Addison Airport is Dallas' newest executive airport and began operations in October, 1957. It is the largest executive airport ever to be constructed by private capital and involved an initial expenditure of \$2,300,000. It was designed for heavy executive aircraft with complete servicing facilities.

This operation is headed by W. T. Overton, president, and Henry Stuart, vice-president and general manager. Addison airport has 103 medium T Hangars and 10 large T Hangars. On this field are sales facilities for Brown Aero Service and J. R. Gray Inc. Dal-Tex Aviation also maintains sales facilities for Cessna and maintenance facilities. Rite-Way Airmotive has facilities for aircraft overhaul and maintenance. Currently based at Addison are 32 multi-engine ships and 65 single engine ships. Operations on this field are now at the rate of 4,000 monthly.

Also important in the Dallas business flying picture is Highland Park airport with storage facilities for 115 aircraft. Operating on this field are Dal-Tex Aviation, Highland Park Flying Service and Thomas Sales Company. White Rock Airport has storage facilities for 95 aircraft. Operators here are Turner-Pylant Aviation and Tunnell Company. Garland Airport has 114,000 square feet of hangar space. Major operators here are Parker & Huett and Executive Aircraft Service. Other Dallas County fields are Grand Prairie Airport, Flyer's Field on West

Illinois, and Skyline Flying School located near Duncanville.

Outside of Dallas airports are many other facilities, large and small that engage in service and supply for commercial aviation. This is in addition to the major industrial plants of the type of Temco and Chance-Vought.

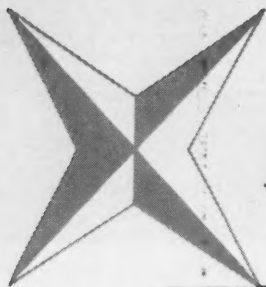
Dallas Airmotive Inc., the world's largest airplane engine overhaul operation, is located at 6114 Forest Avenue. This firm covers an area of 440,000 square feet excluding four off-premise warehouses with an additional 36,625 square feet.

Headed by Henry I. McGee Jr. as president and Donald A. Goldammer, executive vice-president, Dallas Airmotive overhauls all types of engines for the U. S. Air Force, U. S. Army, Civil Aeronautics Administration, U. S. Coast Guard, domestic and foreign airlines, and for executive and private plane operations. They also have an island service division on the Galveston Municipal Airport covering an area of 90,000 square feet and other offices in Washington and New York. The company has more than 300 employees.

Showing the diversity of Business Flying service in Dallas are such firms as Ford's Carburetor Sales & Service located at 2711 Brookfield, a CAA repair station for aircraft carburetors; Carruth Laboratories Inc. at 2726 Lombardy Lane, a CAA repair station for aircraft instruments; Aero Instrument Supply Inc. at 8512 Denton Drive a distributor for U. S. Gauge Instruments, clocks and thermoelectric equipment and Airmotive Supply Corporation at 5035 Sharp, suppliers of aircraft engines and parts and Texas Aviation Material, Inc. at 3920 Cedar Springs, distributors of a varied line of aircraft parts.

In and near Love Field and in Dallas industrial districts are other firms that devote either all or a part of their business to service and supply for the aircraft industry. Also in Dallas' major office buildings are such firms as Continental Copters, dealers in helicopters and parts and service, Helix Air Transport, operators of helicopter charter and lease serv-

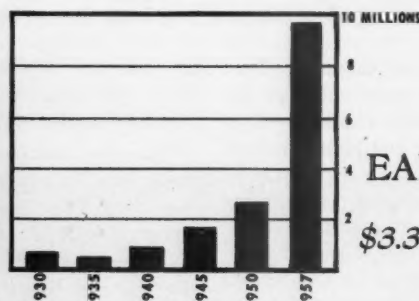
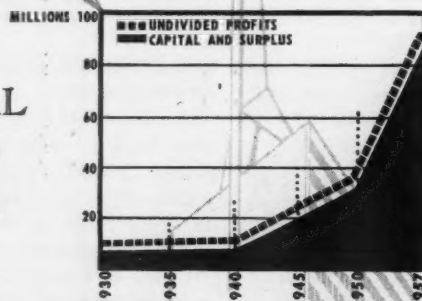
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A Report on 1957...

CAPITAL FUNDS

Largest in the South

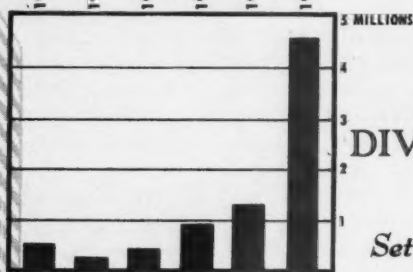
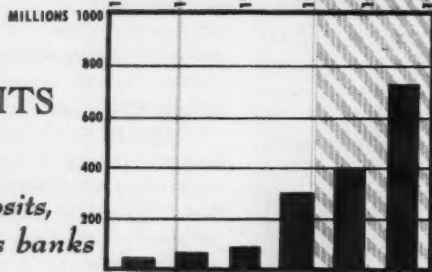


NET EARNINGS

\$3.31 per share

DEPOSITS

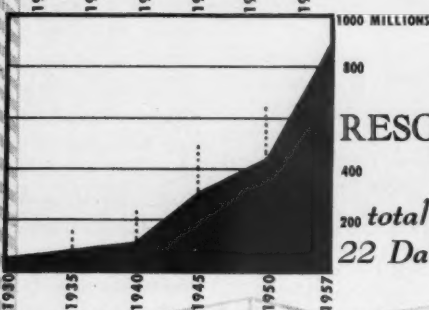
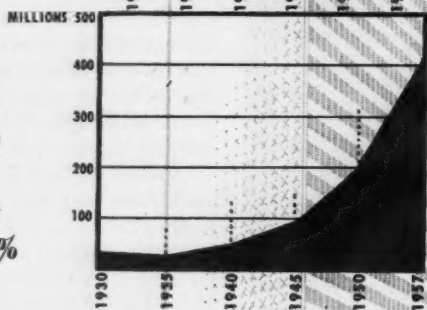
35.5% of total deposits, 22 Dallas banks



CASH DIVIDENDS PAID

Set new record

average
LOANS
outstanding
Average equivalent yield 5.31%

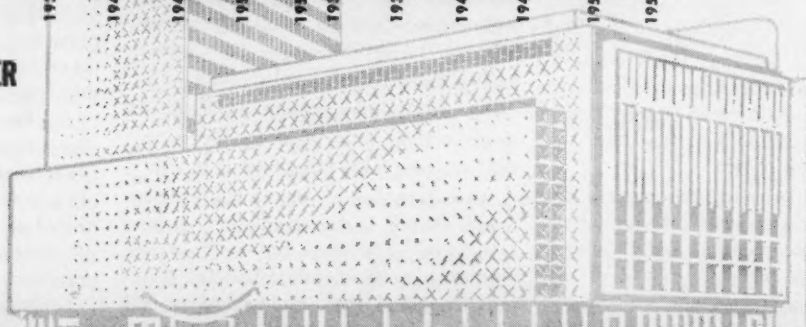


year-end
TOTAL RESOURCES
36.9% of total resources, 22 Dallas banks

CAPITAL FUNDS OVER \$90,000,000

LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



REPUBLIC
National BANK of Dallas



NORSTAD

Sharp eye on NATO and the ball

Refreshing after the sea of anguish which flooded the country last October was General Lauris Norstad's Dallas statement that Sputnik at least was no surprise to NATO.

The North Atlantic Treadway Organization's commander, in Dallas to address the annual meeting of the Dallas Council on World Affairs', gave a heartening picture of NATO strength and achievement through the years.

"Although this command started almost with nothing, attainment of its force goals is now in sight," he said. "In the southern region—Italy, Greece and Turkey—and in the north—Denmark and Norway—our goals of manpower and broad organizational structure have been largely achieved."

Admitted Norstad, however, the shield in the central region is still deficient. Asked about missiles for Europe, Norstad said that the IRBM will find its way into the NATO countries "within the year."

The Air Force general said NATO now assumes Russia will make a lot of other missile advances in the next few years. "In fact," he added, "the Russians would like to achieve the advances we credit them with."

But NATO is not scared. And neither,

TOP FLIGHT

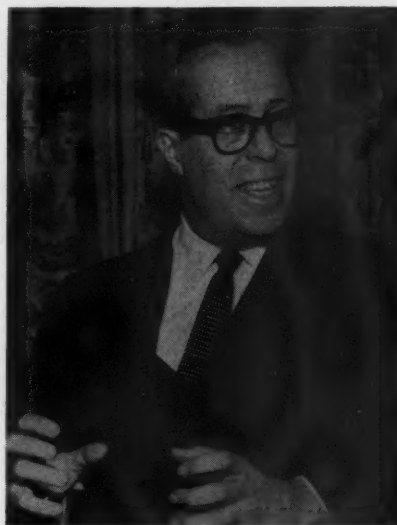
Visitors

apparently is General Norstad, who took a few moments out of his Dallas visit to do some scaring himself . . . via a club and golf ball.

*

Among Dallas' most interesting recent top flight visitors was Major General James E. Briggs, superintendent of the U. S. Air Force Academy.

Speaking at a Chamber of Commerce dinner, General Briggs, said the new Air Force Academy will not be a carbon copy of West Point or the other military academies. While adopting some of the codes of sister academies, the Air Force school is developing its own distinct military training program. In the field of academics, for example, the Academy graduate will have racked up more semester hours than most other colleges require: 170 semester hours to the average 130.



SERT

Plan and spend wisely

General Briggs also joined the chorus of educators who deplore the American attitude toward science, and pointed out the following survey conducted among 15,000 high school students which found:

"Forty-five per cent believe their school background is too poor to open science as a career. Thirty-five percent believe it is necessary to be a genius to become a good scientist."

"Of course," said the general, "there is nothing desirable about being a genius when the word connotes men who are

rather eccentric with bulging eyes and horn-rimmed glasses."

"Thirty per cent believe that one cannot raise a normal family and be a scientist at the same time." Twenty-seven per cent think scientists are willing to sacrifice the welfare of others to further their own interests. Twenty-five per cent think scientists as a group are a little 'odd.' Fourteen per cent think there is something 'evil' about scientists. And nine per cent believe that you cannot be a scientist and be honest."

*

Jose Luis Sert, Dean of the Faculty of Design at Harvard's Graduate School of Design, took an airplane ride over Dallas before addressing the Greater Dallas Planning Council's annual dinner.

That ride, coupled with the impartial eye of the specialist, brought back a point which surprised land-bound Dallasites. From the air, Mr. Sert noted "a curious structure forming"—something he calls a bi-nuclear area; one with two focal points: the center of Dallas and the center of Fort Worth. To Mr. Sert, the development of the two cities is obviously established and the separation of the two, in his eyes, is all to the good.

The main thing to face now, said the urban redevelopment expert, is controlling the growth of Dallas as it expands.

A Spaniard by birth, Mr. Sert has noticed that most American cities form in a fractional way, without careful planning and coordination between separate elements of the area.

Redeveloping a city, Mr. Sert says, "is more than just building new buildings." The heart of the city must be kept alive, open and beautiful. Walking areas can be designed purely for walking. Parking areas can be multiplied and new facilities provided for deliveries of supplies.

"Dallas," said Mr. Sert, "already has very beautiful elements to work with. The river. Beautiful new highways. Lovely residential areas. Modern industrial areas. And most important, the land on which to grow."

Mr. Sert's most urgent advice to Dallas was that its citizens approach city planning with interest and open minds. "The money will be spent, anyhow," he said. "The main point is *spend wisely*."

Civic Leaders Named to Chamber Committees

Hundreds of civic leaders in Dallas serve on the various committees of the Dallas Chamber of Commerce each year. The complete list of committee members follows. Chairmen for the groups are pictured on the next three pages.

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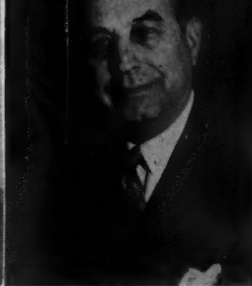




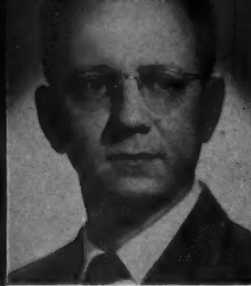
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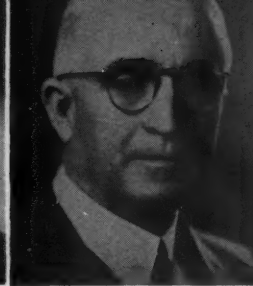
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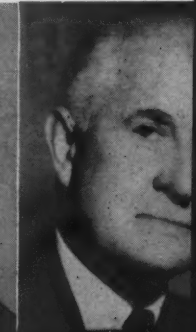
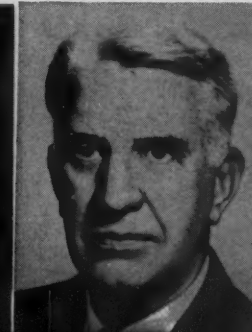
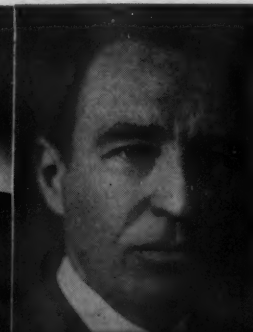
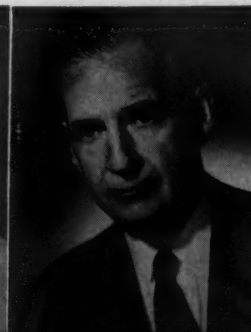
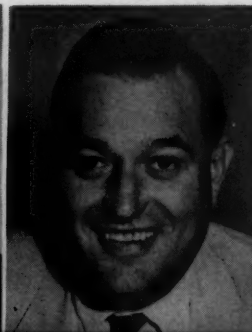
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ARTHUR RICE
LOUIS SOLOMON
MAUD TIMS, *Secretary*

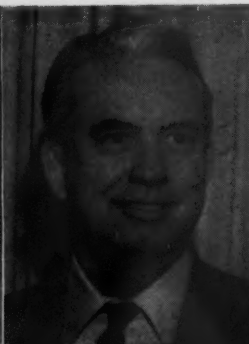
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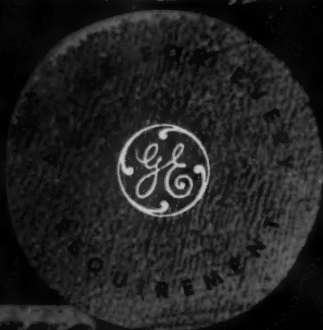
ARTHUR STERN

HARRY STRIEF

ROBERT SWANGO

W. C. WINDSOR, JR.





W. C. PRICE LUMBER COMPANY,
another of the many firms that have
preferred and chosen G. E. air-conditioning
equipment and the experienced engineering,
installation and servicing facilities of . . .



**TEXAS
DISTRIBUTORS, INC.**

3018 LIVE OAK STREET, DALLAS, TEXAS

Taylor 3-2194

by John Mashek

Dallas and the nation's interest met on front pages throughout the world this month when the U. S. Navy announced details on Temco Aircraft Corporation's new Corvus missile. The official disclosure put both the company and Dallas more solidly in the electronic and missiles field.

In a release by the Dept. of Defense and in a briefing of newsmen by military personnel, it was disclosed that the missile is an air-to-surface type to be carried by Navy aircraft.

The Corvus was called a weapon designed for penetration of "heavily defended areas a stand-off missile," which can strike its target without the manned aircraft approaching the target.

First news that Temco was in the missile business came in January 1957 when the Navy announced it had allocated approximately \$16,000,000 for development of a Temco design. Since then, military secrecy had prevailed even as to the name of the Temco missile.

As prime contractor, or weapon system manager, Temco has awarded Corvus sub-contracts totaling several million dollars. Major sub-contractors revealed in the De-

partment of Defense announcement include Reaction Motors Inc. of Denville, N.J., for power plants; and to W. L. Maxson Corp. of New York City and Texas Instruments of Dallas for guidance components.

President Robert McCulloch said the Corvus was a step in Temco's development as a major supplier of military weapons designed by company personnel. As part of its entry into the guided missile field and related areas of weapons development, Temco has greatly enlarged its engineering staff. Among the men chiefly responsible for the Corvus are Temco Vice-President for Engineering, I. Nevin Palley; Brigadier General Robert E. Galer, USMC Ret., manager of programs; and John H. Quinn, Jr., Corvus program manager.

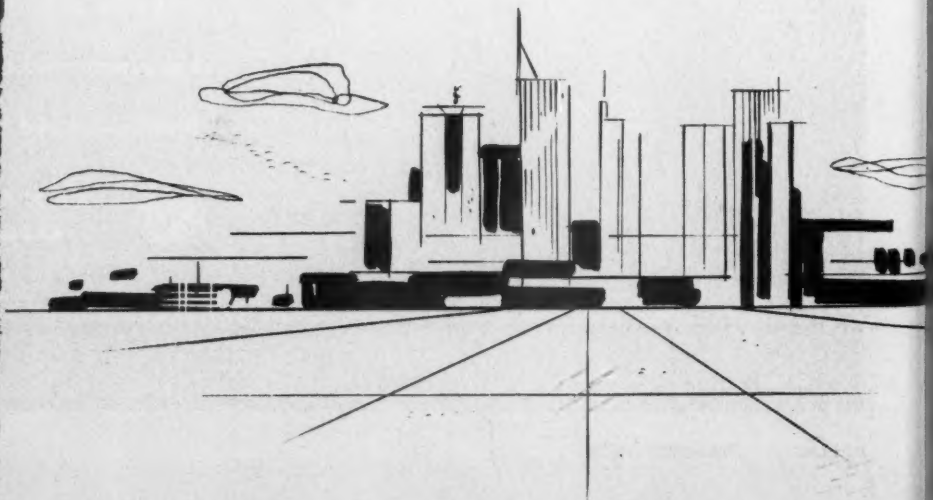
Temco's new Corvus is an important part of Dallas' entry into the space era. The race for leadership in this field has brought new importance to the city as a center of technical research and experimentation.

Much of the work is in a secret category and not yet available for public knowledge. But it is no secret that several concerns in the Dallas area are involved, either by direct contract or sub-contract with the government, in keeping our space age program in step or ahead of the Russians.

So important is the program that the Dallas Air Power Council recently called a meeting of several hundred business leaders to inform them of the missile subject. R. L. Thornton Jr. is president of the council that stressed the importance of the missile program to area business leaders.

DALLAS...

*City with a Future
In Space*



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DALLAS

The contribution of Texas Instruments is an example of missile accomplishments in this area. TI had one of its parts (the exact item is classified) in the Explorer moon now traveling at 18,000 miles per hour in orbit.

The specialty of Texas Instruments is the silicon transistor which is designed to operate in unusually high or low temperatures and proves more valuable in missiles than the conventional vacuum tube. TI is now admittedly making components for five missiles, Army and Navy, and is designing other parts for silicon transistors.

TI plans on spending over \$16,000,000 in research this year and certainly some of this will go into perfecting its missile work. The firm has over 5,500 employees and while all are not engaged in missile work, it is one of their important production fields.

In addition to the silicon transistor work, TI is manufacturing a complex electronic package for a missile.

Erik Jonsson, TI's president, said that engineering or pilot production is now underway on guidance, detection and navigation systems for missiles. He said, in a San Francisco speech, that one of the projects is for Titan, an ICBM unit, and it entails work on silicon transistors which miniaturizes missile parts.

Another example: Varo Manufacturing Company has all its 185 employees working in the missile field. The company has developed a tuning fork for Army and Navy satellites which will help record cosmic radiation.

The radiation recorder itself is being built at the University of Iowa, officials said. But the tuning fork device will be one of its most important parts.

Robert L. Jordan, Varo's executive vice-president, said the firm is making power converting equipment for the Atlas and Titan missiles. The equipment will furnish both ground and airborne power for the missiles which have already passed their crucial tests and are important parts in our military and missile stockpile.

Varo is also making a study of satellite tracking equipment which can be used both to follow our earth moons and keep a close watch on "unfriendly" satellites.

A newly-formed and appropriately named firm, the SPACE Corporation, is still another Dallas concern at work in space-era mechanics. Space, with over 400 workers, took over the engineering-

manufacturing division of Shaw-Estes Company last June. It is now busy with military contracts and other type secret research. It designs and manufactures top secret controls for guided missiles and airplanes.

Only a very few of SPACE's 600 employees, because of security measures, know what they are making since each group turns out only one component part. The device is assembled later in secret offices in the large plant near Garland.

SPACE is especially connected with ground support equipment for the Air Force. A mobile test stand serves to check the field maintenance of turbo-jet, turbo-prop and rocket engines. SPACE manufactures the stands and sends them to air bases throughout the world.

Still another SPACE Corp. venture is a huge test chamber designed to condition equipment for extremely high altitudes. Jack Mumford, vice-president of the firm, said this altitude chamber can put any missile part through its test exercises. This will assure the missile men that the part can withstand the punishment of passing from extreme hot-to-cold temperatures.

Chance Vought Aircraft, Inc., has already made its mark in the missile field. CV's Regalus II, a guided missile that travels over 11,000 miles and can pinpoint its target with unerring accuracy, has already been proved. It was successfully fired at Edwards Air Force Base, Calif., and helped to take some sting out of the first failure of our military men to launch a Vanguard rocket with a passenger satellite.

Regalus II, fired from "underwater satellites" to target more than 1,000 miles inland, will give the U.S. an effective intercontinental missile.

Regalus II is the advanced successor to the 500-mile range Regalus I—the only operational attack missile ever fired from a U. S. submarine.

Chance Vought also has developed the world's fastest Navy fighter—the 1,000 mile-per-hour Crusader. CV received the Navy's Collier Trophy for the achievement. The plane, a virtual flying arsenal, will carry heat-seeking sidewinder missiles mounted externally, a cannon and 2.75 inch rockets. Defense department officials think so much of the Dallas area's importance to the nation's defense that four Nike-Hercules missile bases (an anti-aircraft missile) will soon surround its 100-mile area. The bases, slated for completion by late 1958 or early 1959, will be

located at Denton, Terrell, Alvarado and Mineral Wells.

The Nike-Hercules, which can knock out enemy aircraft up to a range of 50 miles, is one of our most reliable missiles. The missile bases will be under the direction of Fourth Army Headquarters in San Antonio. Each battery, with two batteries for each position, will be manned by some 100 Regular-Army men.

A new era in world history opened last year when Russia sent its Sputnik I and Sputnik II into outer space as earth satellites. U.S. scientists and engineers, spurred on by concern over our apparent lagging in space research, were able to counter last month with the Explorer satellite which went whirling into space aboard the Army's Jupiter-C missile.

With the Communist and Western blocs in a no-holds barred fight for space domination, leaders in both countries admit that research and experiments will be accelerated in the future. Scientists are now thinking in terms of sending a man into space aboard a super missile.

Also, there is speculation that the once impossible trip to the moon is now more than a comic strip fantasy. Too, research and development in weapons of destruction—like the intercontinental ballistic missile—are being stepped up both in this country and in Soviet Russia. This is more than a fight for domination in scientific leadership or control of outer space. The Russians hope to use their accomplishments as propaganda in non-Communist countries in hopes that this may tilt the balance in their favor. The U.S. expects to meet the challenge and forge ahead.

This race for leadership in the space era has brought new importance to Dallas as a center of technical research and experimentation in the missile field.



Dallas

world trade NEWS

Dallas Stimulates Ideas on World Trade

Did you know that Dallas has become a center of world trade in ideas and ideas about world trade?

Not the least of the reasons for this is to be found on the Hilltop in Dallas at Southern Methodist University. Over one hundred students from forty-three countries are trading ideas about their part of the world with SMU students and Dallas townspeople. And the number of these men and women from abroad who are studying in Dallas is increasing every year.

Countries represented include our closest neighbors—Mexico and Canada. There are even some students from behind the Iron Curtain—Latvia and Hungary. Korea has the largest representation with fourteen. There are nine students from Mexico, eight from India, five from Japan, Canada and Argentina with lesser numbers from other countries.

In the words of a student from Argentina, "SMU has an excellent reputation among foreign students." This is due in part to the exceptional hospitality shown them by the people of Dallas. A large number of Dallasites have entertained these students in their homes. The Dallas Junior Chamber of Commerce, the Dallas Export-Import Club and other organizations have sponsored activities for them. In these ways the world trade in ideas has truly extended beyond the SMU campus to the entire community.

At the same time, these students are acquiring a formal education in business, engineering, the sciences, music, theology, law and the other fields of study undertaken at an American university.

Some of these foreign students attend SMU at their own expense. Others attend on scholarships provided by individuals or by various institutions. The Board of Trustees of SMU provides twenty tuition scholarships annually. The school reports ten applications for each scholarship available. The World University Service provides maintenance scholarships for five Hungarian refugees. The Law School has scholarships provided for its fine Law Institute of the Americas and Academy of

American Law by private citizens of Dallas.

But SMU is also a center of learning about world trade. United States as well as foreign students study the problems of foreign trade. Why do people trade? What are the conditions for trade? How is trade promoted? How is it financed? What restrictions are placed on it? What are some of the problems of insuring and transporting world trade? What form of sales activities are used?

In looking at these and many other problems, the students are guided by a trained faculty. They also draw on the accumulated knowledge of many men of much experience. Experts from the foreign department of Dallas banks, shipping firms, insurance companies and exporters and importers talk with the students about their experiences.

In addition to these men from Dallas, an Australian assistant secretary in the Department of Trade, in charge of trade restrictions, an Indian industrialist, a Belgian economist, several members of the British Parliament and many other foreign visitors are able to give to the students of foreign trade ideas from their special backgrounds.

Dr. Paul Zook, a member of the World Trade Committee of the Dallas Chamber of Commerce, is a professor in Economics and International Trade in the School of Business at Southern Methodist University.

Thus, as a result of the cooperation between SMU and the community, Dallas has become a focal point for world trade in ideas and at the same time it has also become a center for studying ideas about world trade.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

MEXICO—Casa Bortoni, Zaragoza Sur #207, Jimenez Nte. #411, Monterrey, N. L. Mexico. This firm seeking suppliers and wholesalers that did export novelties to Mexico.

MEXICO—Novedades Monterrey, S. A., Edif. Chapa. Desps. 1101-02 y 03, Apdo. 1363, Monterrey, N. L. Mexico. Mexican firm declaring market in Mexico exists for sales of fiber glass furniture desirous to know more of this business and fabrication process seeking U. S. manufacturers for this purpose.

GERMANY—JAC. EHRGOTT, 22b Newstadt/Weinstr. Germany. Importers of large quantities of automobile gasoline (normal and super type (German Octane #80) desirous of making contact for the importation of bulk load with contracts up to 50,000 tons to be quoted CIF Rotterdam or Antwerp with Germany as country destination.

MEXICO—Ing. J. Eugenio Ross, Aquiles Serdan #470 Sur., Cd. Lerdo, Dgo., Mexico. Individual seeking grain wholesalers and also manufacturers of poultry feed concentrate desirous of doing business in Mexico.

MEXICO—Miguel Alperowitsch, Yau-tepec 122-4, Mexico 11, D. F. Manufacturer's agent and purchasing agent having sales outlet and contacts with principal hotels and restaurants purchasing frozen fish of all types desirous of obtaining supplier contact for frozen and smoked salmon having cold storage facilities which could operate and coordinate with his cold storage facilities in Cuidad Juarez and El Paso to which points his trucks operate from Mexico City.

PUERTO RICO—Fructuoso Gordils Pardo, 69 Garcia-Sanjurjo, Mayaguez, Puerto Rico. Manufacturer's representative now traveling and representing products of box manufacturer is seeking products to sell retail trade on commission basis.

IMPORT OPPORTUNITIES

GERMANY—Vogel-Verlag, Wuerzburg 2, Germany. German house desiring to contact local importers desirous of handling skilled handicraft and articles made of bronze.

SPAIN—Felix Ruiz y Ruiz, San Juan de Dios 7, Jerez, Spain. Firm in Spain

seeking outlet in Dallas and surrounding trade territory for old Sherry and Spanish Brandy.

NEW YORK — French Chamber of Commerce of U. S., 250 West 57th St., New York 19. French manufacturer of wind musical instruments seeking distributors and wholesalers for sale of his products in Texas. Intends visiting the U.S. and Texas.

SPAIN — Ibero Metalurgica, S.A., Bailen 228 bis, 10, 1a, Barcelona, Spain. Firm specializing in the exportation of fashion jewelry for women seeking importers who are desirous of handling this line.

GERMANY — Karl Kimmel, Felderstraße 12, Solingen, Germany. Manufacturer of cutlery of all types including shears and scissors and also desk sets, tool sets, and even novelties seeking Dallas representative to handle sales.

CALIFORNIA — Globe International of Calif., Inc., 3221 So. La Cienega Blvd., Los Angeles 16. Importer and distributor of various types of steel and tubing both seamless and electrowelded fabricated in Britain seeking representative in Dallas area to handle sales, and representation.

FLORIDA — Intercontinental Sales Agency, 1102 2nd Ave., East, Bradenton, Florida. Importing firm seeking Dallas representation of cosmetic and hair care business products fabricated in Germany.

SPAIN — Bernardo Marques Gomila, Negrete 15, Apdo. de Correos 13, Cuidadela de Minorca, Baleares, Spain. Manufacturers and exporters of costume jewelry of all types and fine fashion hand crafted in Toledo, Spain, including damask work desirous of contacting importers and wholesalers interested in purchasing this line or representing.

JAPAN — General Machinery Export Corp., Central Post Office Box No. 966, Osaka, Japan. Japanese exporter specializing in automobile parts and accessories, electrical equipment including public address and sound equipment seeking importers interested in this line of merchandise.

HAWAII — Polynesian Imports, 706 So. Queen Street, P. O. Box 3946, Honolulu. This firm, carving fine Hawaiian fern wood and Tikis are figures suitable for sale by landscape architects and contractors which they are seeking.

HONGKONG — Mogul, 509, Union Bldg., P. O. Box 2107, Hongkong, China. Tailoring establishment devoted to mail order business supplying English woolen materials, Italian silks, and Irish linens seeking firm or individual to represent them in this area to whom measurement

charts and prices will be furnished along with samples of materials.

JAPAN — Ogawaseiki Co., Ltd., No. 184, 2-chome, Hyakunincho, Shinjuku-ku, Tokyo, Japan. Manufacturers of all types of construction equipment and measuring equipment, electric furnaces, drying ovens and related lines, scientific requirements for industrial and research laboratories, and other scientific equipment of other lines, seeking contact for outlet and sales of their products.

MEXICO — Camara de Comercio de Reynosa, Apdo. Postal #4, Reynosa, Tamps, Mexico. Their member who is manufacturer of Mexican Curios such as leather goods, silver jewelry, wood carvings and textiles seeking outlet for the sale of their merchandise.

CUBA — Ricardo D. Arnaiz, San Ignacio 256, Dept. 3, Habana, Cuba. This firm desirous of exporting native products such as guava, papaya, mangoes, oranges, grape-fruit, cocoanut, pineapple, plum, and mamme in their varying processes in which made, which might be in syrup, paste, cream, jelly or in actual natural form . . . also preserves. Will also use or package in your own label in any quantity.

HAITI — Swiss Chalet, P.O. Box 241, Port-Au-Prince, Haiti. Restaurateur also specializing in the growth and production and freezing of snails for sale to hotels and restaurants seeking outlet in Dallas and surrounding area.

MEXICO — Hotel Reyna Cristina, Hardin Hildago 71, Apdo. #10, Zacatecas, Zac. Mexico. This hotel having ownership of mine offering marble, onyx, travertine and/or terrazo chips seeking outlets in Dallas and offering prices and samples to interested parties.

JAPAN — Sanritsu Shoji Co., Ltd., Taguchi Bldg., No. 19, 2-chrome, Nishi-Hatchobori, Chuo-ku, Toyko, Japan. Exporters and suppliers of all types of optical goods, binoculars, magnifying glasses; electrical goods, radios including transistor radios, recorders, and lamps; and all types of novelties and sundries, seeking importers of their products.

MEXICO — Amer. Chamber of Commerce of Mexico, Plaza Santos Degollado, #10, Edificio Bearn, Mexico D.F. Mexico. Client and member seeking outlets and sales of their key rings and key chains religious goods through jobbers in this area.

DENMARK — Elasan Ltd., 322 Frederikssundsvej, Copenhagen BRH, Denmark. Manufacturer of surgical hosiery seeking outlet for the sales of their products in Texas.

(Continued on page 69)

World's No. 1 Dictating Machine



Dictaphone
RECORDING CORPORATION

4030 H. Hines Dallas 19 Lakeside 6-6626
FRED L. HAYNES, District Manager

BUSINESS PROPERTY

SINCE 1914

HENRY S. MILLER CO.
REALTORS

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Since 1901



4815 Ross Ave. TA. 1-9978



He did
a good
job
are you?

Cigar store Indian sold cigars. Effective advertising will sell you.

Call Me.

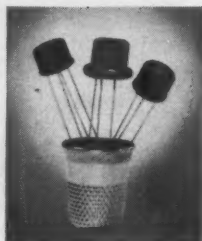
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RI 2-6092
81 Commercial Bldg.





from horsepower controlled by man to ROCKET POWER CONTROLLED BY TRANSISTORS!



"POWER STEERING" devices for today's thundering missiles require tiny *silicon* transistors. Texas Instruments produces over 90% of commercial output of these vital components. Only silicon transistors can survive missile flight conditions:

heat up to nearly twice that of boiling water . . . severe shock and vibration . . . extreme restrictions on size, weight, and power-drain to assure maximum payload and distance.

TI also is improving missile technology with weight-slashing subminiature electronic *systems* that increase range, speed and reliability. TI supplies radio, radar, infrared, and other systems for communications, detection and guidance in America's leading missiles.

TEXAS INSTRUMENTS, first and largest manufacturer of silicon high temperature and germanium radio transistors, makes the industry's widest line of transistors, diodes and rectifiers — tiny building blocks of the electronic age that have opened new vistas for TI's electronics, optics, instrumentation, and geophysics.

TEXAS INSTRUMENTS

INCORPORATED

keep an eye on TI



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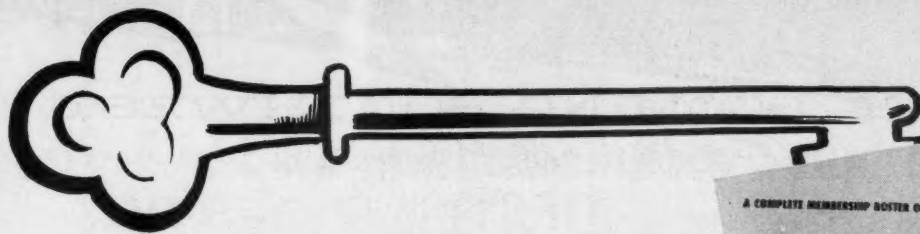
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DALLA



Business Information Goldmine Stored in 1958 Key to Dallas

Just off the press, the 1958 Edition of KEY TO DALLAS lists 5,300 business firms and 7,725 members of the Dallas Chamber of Commerce.

The distribution of 20,000 copies of this comprehensive directory of Dallas business and professional services is now under way. The popularity and use of this directory, first published in revised size and format in 1957, is attested by numerous inquiries and comment coming from all parts of Dallas primary and secondary market areas, other parts of the United States and foreign countries.

The president of a major industrial supply company noted how widely the book was being used in Oklahoma and requested additional listings this year. Chambers of Commerce in the market area have written in to report its use as a buying reference and requested additional copies. Additional requests have come from retailers and retail chains, from large industrial plants, ship builders, and major contractors, from such institutional buyers as the Air Force Academy in Denver, from such diverse customers as feed mills and local airports and from many additional local firms in Dallas for use as a buying aid.

Comments from other Chambers of Commerce throughout the nation and industrial officials coming to Dallas indicate that KEY TO DALLAS is one of the most colorful and useful books of its kind in the nation. Unlike many other directories, it lists all professional and business services as well as products of manufacturers and wholesalers.

KEY TO DALLAS also carries full page copy on Dallas' major permanent exhibits and market centers. It details the advantages of Dallas as a convention city and location for trade shows and sales meetings. It also shows firms in the territory the definite transportation and overnight delivery of Dallas to major points in the Southwest and nation by rail, motor transport and air freight.

The book carries a complete alphabetical roster of members of the Dallas Chamber of Commerce as well as eleven special sections detailing products and services

available in Dallas. Another service placed in the book this year is the listing of the Postal Zone of each member firm both in the alphabetical and classified sections.

The roster of Dallas Chamber of Commerce member firms and professional or service organizations carries the following information on each: (a) Name of Firm, (b) Street Address, (c) telephone number, (d) principal function of business, (e) approximate employment, (f) principal classified heading and its number, (g) number of classified section in the book where listings are found, and (h) the postal zone number for every firm.

Simplicity and convenience keynote the arrangement of this book which breaks down into eleven classified sections. These are as follows: I. PRODUCTS of manufacturers, manufacturers sales branches and offices, independent wholesalers and jobbers, distributors, agents and brokers, importers-exporters and factory representatives.

Section II. CONTRACTORS — including all types of general, mechanical, residential, commercial, utility and sub-contractors. Section III. OIL and GAS — Production, geophysical-specialized field services, mining and quarrying. Section IV. TRANSPORTATION — PUBLIC UTILITIES — WAREHOUSING — airlines, bus lines, motor freight lines, railroads, freight forwarders, public warehouses and moving and storage.

Section V. RETAIL TRADE. Section VI — FINANCE — INSURANCE — REAL ESTATE. Section VII. PERSONAL AND REPAIR SERVICES. Section VIII. AMUSEMENT and RECREATION SERVICES, HOTELS and MOTELS, Radio and Television Stations. Section IX. BUSINESS and PROFESSIONAL SERVICE, Medical, Legal, Accountants, Advertising Agencies, Public Relations Firms, Architects, Engineers, Schools and Hospitals.

Section X. A comprehensive list of non-profit business and professional organiza-

tions, trade associations, educational and philanthropic groups maintaining permanent offices in Dallas. Section XI. — A complete list of government offices — CITY — STATE — and FEDERAL with locations and telephone numbers in metropolitan Dallas.

All sections are indexed and cross indexed not only in the alphabetical section but also in the two pages on "How to Use the Key to Dallas" in the front of the book. Thus, the reader has at his finger tips the pertinent facts on each firm listed and how to find it.

Information contained in this book was secured by means of questionnaires designed for eleven broad industry groups, sent to each member of the Dallas Chamber of Commerce. Data from the questionnaires was recorded on 25,000 Remington-Rand punch cards.

This book was compiled under the direction of Wm. A. Rosamond, manager of the Research Department of the Dallas Chamber of Commerce.

Member firms of the Dallas Chamber and out-of-town firms and organizations on the mailing list as potential buyers of Dallas goods and services will receive their initial copy free. Extra copies for members and others are available through the Chamber of Commerce for three dollars each.



THE BOOMING SOUTHWEST

Fabulous Land of Opportunity

FOR **37 YEARS** **UNITED FIDELITY**
Life Insurance Company
HAS GROWN WITH THE SOUTHWEST

COMPARATIVE CONDENSED FINANCIAL STATEMENT December 31, 1956-57 (12 mos.)

ASSETS	1956	1957
Cash	\$ 1,172,381.37	\$ 1,100,532.49
U. S. Government, municipal and other bonds	5,133,778.88	6,148,305.63
Sundry assets	190,853.51	227,711.99
First mortgage and collateral loans	23,491,163.69	24,370,139.30
Stocks	1,514,482.90	1,540,905.38
Home office building and lot after depreciation	1,433,437.46	1,382,227.08
Other real estate	56,124.87	57,473.37
Policy loans	3,241,608.24	3,542,835.08
Premium notes	249.42	261.78
Net deferred and uncollected premiums	959,779.59	950,801.64
Total Assets	\$37,193,859.93	\$39,321,193.74
LIABILITIES		
Current bills due or accrued	\$ 13,045.65	\$ 13,142.90
Premiums and interest collected in advance	502,137.97	459,307.27
Reserve for incomplete and unreported death claims	64,600.00	78,098.00
Reserve for city, state, county, and federal taxes	137,560.39	142,852.75
Mortgage loan deposit accounts and other sundry liabilities	327,441.22	459,648.89
Total Current Liabilities	\$ 1,044,785.23	\$ 1,153,049.81
Funds Exclusively For Protection of Policyholders		
Full legal reserve on outstanding policies	\$29,297,247.21	\$30,761,444.38
Capital stock	2,700,000.00	2,700,000.00
Contingency reserve	150,000.00	150,000.00
Surplus	4,001,827.49	4,556,699.55
Total Liabilities	\$37,193,859.93	\$39,321,193.74

HIGHLIGHTS OF 1957

*Increased Assets—

NOW \$39,321,193.74

*Total Insurance in Force—

NOW OVER \$150,000,000

*Increased Funds Available for

Policyholder's Protection—
NOW \$38,168,143.87

*Cumulative Total Paid to

Policyholders and Beneficiaries
NOW OVER \$20,000,000

WRITE
FOR YOUR
FREE COPY
OF 1957
FINANCIAL REPORT.



CEDRIC BURGER
President

To keep pace with the life insurance needs of folks in the booming Southwest, United Fidelity is constantly expanding the scope of its insurance plans. The new Preferred Estate Plan for key executives and the new Youth Estate Starter are two examples of needed new plans, developed and introduced by United Fidelity.

People cannot engage in any kind of business unless they first have a place to live. The better part of United Fidelity's investment is in mortgage loans. In addition, investments in County, City and School bonds have made possible many permanent improvements in the Southwest.

United Fidelity occupies a prominent position among leading life insurance companies from the standpoint of management, policyholders' service and financial stability.

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DR. HOWARD K. CRUTCHER, *Vice President and Medical Director*
M. CULLUM THOMPSON, *Secretary*

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Twenty-Eight Hundred Members Sought This Year

The 1958 Membership Committee, under the leadership of Co-Chairmen N. W. (Nat) Ryan and W. C. (Bill) Windsor, Jr., was primarily getting organized and orientating 38 new Membership Committeemen in January. Five new Vice-Chairmen were appointed. They were John D. Mitchell, Collins Radio; Oliver Erickson, Mechanical Contractors Association of Dallas, Inc.; Jim Layne, Jack D. Gidcumb, Girard Life Ins. Co., and Joe Glickman, Margo's. Three returning veterans James C. Henderson, Jr., Great American Life Ins. Co.; John C. Wantland, Texas Employment Commission and Tom Owens, Jr., Texas Bitulithic, Inc. will lead the 8 sections of the Lasso Club and serve on the Executive Board.

A total of 38 new Committeemen received formal orientation in their duties and responsibilities. This increases the size of the Membership Committee to 119 as compared to the customary 100.

The Executive Board of the Membership Committee met early in January and set for themselves an all time record goal of 2800 memberships and adopting as their slogan "28 in '58."

In January the Committee sponsored a total of 77 memberships.

At the first Committee meeting for 1958, on February 6, which was declared

"Jerome K. Crossman Day" by Chamber President Erik Jonsson, Mr. Crossman was awarded his fourth Life Membership. He received this award for sponsoring over 100 memberships in each of his four years of service on the Membership Committee.

Hotels, Motels and Restaurants

DALLAS PARK MOTEL, 7611 E. Highway 80; J. W. Mayo (Edward Souza) PINTER RESTAURANT, 390 Hillside Village; Mrs. Linter Pinter (Jack Wantland)

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LLOYD CUNNINGHAM MARKETING PROMOTION, 2527 McKinney; Lloyd Cunningham (Jim Layne)

HENRY L. RICE, D.D.S., 4319 Oak Lawn (Joe Glickman)

ORVILLE McDONALD ASSOCIATES, 2102 Jackson; Orville L. McDonald (Jim Henderson)

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COMMITTEEMAN OF THE MONTH

Well on the way toward an outstanding score in membership drawing power is Stewart Trawick, Committeeman of the Month for February.

A relatively new member of the Dallas Chamber of Commerce Membership Committee, Mr. Trawick is an old hand at community service. He is a member of the Elks, Hella Temple Shrine, Scottish Rite, and the First Christian Church.

Mr. Trawick was born in Mexia and raised in Gladwater. He moved to Dallas in January 1953 and served in the U. S. Air Force for three and a half years.

Although he has been with Berry Brothers Machinery Company of Dallas for ten years, his first assignment with the company was coverage of the East Texas territory with headquarters in Gladwater. For the past five years, Mr. Trawick has resided in Dallas.



STEWART TRAWICK



Membership Highlights

CARBONIC MACHINES OF TEXAS, INC., 2020 Farrington; Al Zygiel (Nat Ryan)

INDUSTRIAL AIR CONTROLS, INC., 1228 N. Industrial; Fred C. Ruth, Jr. (Jack Gidcumb)

CONTINENTAL DISTRIBUTORS, 6115 Sherry Lane; Allan R. Hinten & George Audy (Bill Conklin)

MEMBERS of the Life Member Club include: clockwise, Jim Layne, Montie Brohard, Jim Henderson, Jack Wantland, John Smith, Timothy Carroll, Jim Randolph, Jim Curtis, Ralph Breum, Admiral A. C. Olney, Jack Hospers, Jerome Crossman, Jack McKenzie, Nathan Meyerson, Nat Ryan and Jim McBride. Secretary of the Membership Department, Jim Cabaniss, is seated between Admiral Olney and Mr. Hospers.



THE FIRST OFFICERS of Dallas' "most exclusive club," the Dallas Chamber of Commerce Life Member Club. They are (L to R) Secretary, Life Member Jim McBride, 1954; President, Quadruple Life Member Jack Hospers, 1954, 1955, 1956 and 1957; Vice-President, Triple Life Member Jerome K. Crossman, 1955, 1956, and 1957; and Treasurer, Double Life Member Nat Ryan, 1956 and 1957.

NEWCOMERS to the Lasso Club (Top Row L to R) R. S. Jamar, Haughton Bros.; S. F. Ragan, Conley-Lott-Nichols Machinery Company; Brannon Claxton, Margo's; Leland Dysart, Magnolia Petroleum Company; and Dawson Sterling, Southwestern Life Insurance Company. (Middle Row L to R) J. A. Coffey, Lang Appliance Store; Jesse L. Huggins, Restland Memorial Park of Dallas; J. C. Cochran, Meadows Building; Tom Hardin, Hillcrest State Bank; and Warren Higgins, Southwestern Life Insurance Company. (Front Row L to R) Gail Risch, Carrier-Bock Company; Russell Thompson, C. Wallace Plumbing Company; Col. Frank L. Holmes, Air Express International Corporation; and William Steidle, Mathews Engineering Company.



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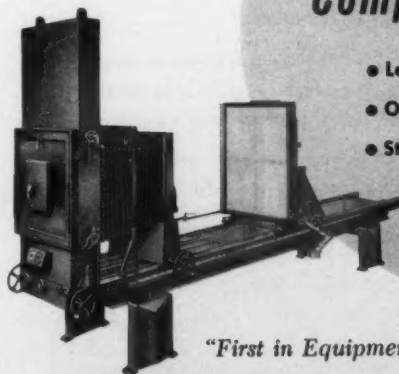
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BOOKS FOR BUSINESSMEN

Many top men in industry consider the discovery and development of managers as their No. 1 administrative task. Many large companies have reported that, in the field of personnel administration, the selection, training, and assignment of executives consumes half or more of total staff time. As a result, many of the new books deal with personnel at the management or executive level.

Efficient Executive by Auren Uris is aimed at increasing the efficiency of executive action. He calls on executives to examine their goals to see if the changing business picture might have changed the nature of their job. He discusses the tools of analysis and evaluation the executive might use to discover a change in goals. Much of the book is also concerned with a search for new methods—new ways of accomplishing standard tasks and imaginative ways to handle unfamiliar tasks. Many practical suggestions dealing with the details of management at the executive level are also included.

Two of the most popular writers in the field of industrial psychology, Donald and Eleanor Laird, have also aimed their newest book at the executive. **The Technique of Delegating** tells the executive how to get things done through others. Among the topics covered are when and when not to delegate, and how to find the right person to delegate to.

From the American Management Association comes a two-volume set called **Selection of Management Personnel** edited by Joseph M. Doohier. Volume one consists of articles, written by experts from both the academic and the business world, on problems and trends in the selection of supervisory personnel. Volume two is made up of studies of the programs used in particular companies.

*

Recent Russian triumphs in the field of science have focused new attention on the Russian system of education. We have been told that the Russians are turning out scientifically trained personnel in greater numbers and with more academic training than we are in the United States. Until recently, reliable information on Soviet education has been difficult to find. A new book, **Soviet Education for Science and Technology**, by Alexander G. Korol is an excellent answer to the need for more information. Based on exhaustive analysis of available literature as well as interviews with refugees, it gives us the clearest picture we have yet had of the whole

Russian educational set-up. While the book points up many faults in the Soviet system the results are sufficiently impressive to make an analysis of our own educational system imperative.

Also dealing with the current shortage of trained people is a new book, **Brainpower Quest**, based on a symposium sponsored by the Cooper Union for the Advancement of Science and Art. Education and Industrial leaders discuss such questions as what kind of training our prospective leaders should receive, the importance of knowing "why" as well as



"how," and how to conserve the brainpower we already have.

The evidence indicates that the nation which has the best-trained leaders, which uses the available brainpower to the best advantage, may well win the battle for world leadership. Paul Woodring, author of a new book on education called **A Fourth of a Nation**, may have had this in mind when he wrote: "Just as war is too important to be left to generals, education is too important to be left to the educators. It must concern us all."

Mr. Woodring's book is important because good books for the layman dealing with education have been in short supply. Most authors could either find absolutely nothing wrong with our educational system or else they condemned it unconditionally. This book is recommended as one which steers a middle course. The author, a professional educator, is ready to admit that our schools are not all they should be and is ready to re-evaluate the aims of modern education. He discusses the various theories of education and tries to assess our present system in light of these theories. His conclusions and the

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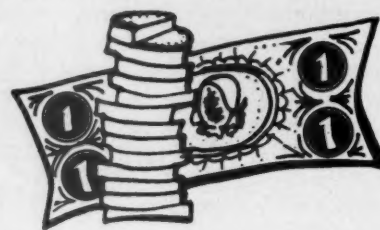
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Books for Business Men



recommendations are far-reaching and deserve the thoughtful consideration of all civic-minded business people.

*

Financial Independence Through Common Stocks by Robert D. Merritt is aimed at investors who want to become financially independent through the investment of savings over a long period. As the title indicates, the author advocates the purchase of common stocks. Since little or no discussion of the other types of investments are included, the novice might do well to read books on the advantages of other investment programs before relying too heavily on the advice contained here.

*

Earl S. MacNeill's **Making the Most of Your Estate** also deals with investments but takes a completely different approach. Mr. MacNeil is a lawyer and the book stresses the legal aspects of an investment program. The book, written for the man who works on a salary, contains good, simple explanations of the part such things as wills, trusts, and joint tenancy agreements play in estate planning. Also included are helpful sections on life insurance and tax laws.

*

Every business office should contain a good business dictionary. **Dictionary of Business and Finance** by Donald T. Clark should be noted for it is new, well-written and surprisingly inexpensive. Mr. Clark, librarian of the Graduate School of Business Administration at Harvard, has compressed an amazing amount of business information into one small volume. The book seems especially strong in terms common in business law.

*

Immediately after the colonial period, when many merchants resorted to a barter system, Americans began to develop a monetary system peculiar to the expanding economy in the New World. The story

Books for Business Men—

of this development, continuing up until the present time, is told in **A History of the Dollar** by Arthur Nussbaum. It is a dramatic story for many of how our money institutions were shaped by the leading figures of American history: Jefferson, Hamilton, Jackson, and FDR. The contests preceding the adoption of monetary reforms were hard-fought and often bitter. This book tries to indicate the political, economic, and psychological factors underlying the monetary history of the U.S. It is not a financial history and deals little with taxation, tariffs, government budgets, and banking.

*

Compensation of Salesmen by the Dartnell Corporation is a survey of trends and practices in approximately one hundred large corporations. It gives statistical information on how much salesmen in various lines are paid, what methods of compensation are used, and how salaries are determined. The study is broad enough in coverage to interest any sales manager who is curious to know how his sales program compares with others.

John Y. Beaty's **Tested Techniques in Bank Operation** is a collection of short paragraphs on banking subjects put together in an encyclopedia arrangement. Alphabetically arranged under the key word of the subject, are found such topics as: "Employee turnover — how to reduce it," "Loans for insurance premiums," and "Proof of deposits." The author, who edited *Banker's Monthly* for 24 years, says the book is aimed at the bank executive. Examination of the material, however, indicates that much of the material is of such obvious nature that its principal value will be to the inexperienced bank employee.

*

Sax, Hilary H.

Shortened C. P. A. Problems

Written to enable C. P. A. candidates to review more problems in a given period of time than is customarily possible.

Shurter, Robert L.

Written Communication in Business

Aimed at aiding the business man in improving his ability to write business letters and reports. A review section on business English is in the appendix.

by Sam G. Whitten

Science and Industry Department
Dallas Public Library

Art by Ruth Anderson

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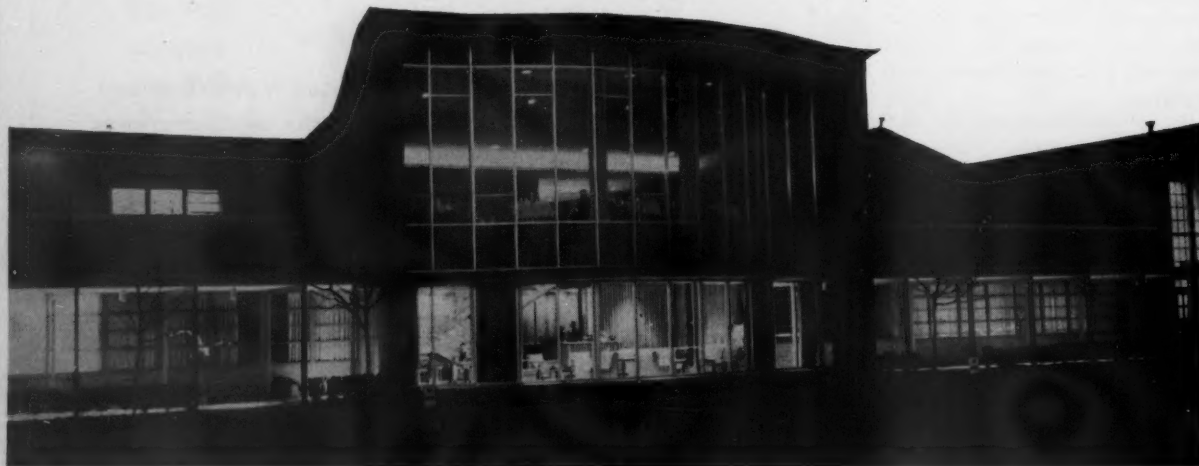
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HONORS AND AWARDS

Vollmer Cited by Sales Club. The Dallas Sales Executive Club has named W. G. Vollmer, president of Texas & Pacific Railway Company, as "Dallas' Outstanding Salesman for 1957."

Mr. Vollmer, a Dallas resident for the last 10 years, has been active in numerous civic affairs. He has been campaign chairman, president, and is now a lifetime director of Dallas County Community Chest; vice-president and director of Dallas Citizens Council, and chairman of Dallas' Long Range Water Survey Committee.



HAGGERTY

Haggerty Awarded Radio Engineers Fellowship. Patrick E. Haggerty, executive vice-president of Texas Instruments Incorporated, has been elected a Fellow of the Institute of Radio Engineers.

Award of the fellowship was based on Mr. Haggerty's management of the electronics activities of his company and his personal leadership in the technical efforts of Texas Instruments.

Dallas Oilmen Nationally Honored. Three Dallas oilmen were given national awards for "distinguished leadership and accomplishments" in the 1957 public information and service program sponsored by the American Petroleum Institute.

Gold Awards for "outstanding service" to the oil industry were presented to J. L. Sewell, president of Delhi-Taylor Oil Corporation; D. J. Fister, director of employee relations of Oil Well Supply, and A. B. Macaulay, assistant vice-president and manager of domestic and foreign crude production of Atlantic Refining Company.

Jaycees Honor Carpenter. Ben H. Carpenter, executive vice-president of Southland Life Insurance Company, re-

ceived the Distinguished Service Award for 1957 from the Dallas Junior Chamber of Commerce.

Mr. Carpenter, a graduate of the University of Texas, was the 31st person to win the Jaycee award for outstanding service to the Dallas community.

Fitzgerald Chosen for Revenue Development Program. John P. Fitzgerald, technical advisor in the Internal Revenue Service regional office in Dallas, has been selected for the IRS executive development program.

Four hundred and fifty Revenue employees across the country applied for the comprehensive six months program which includes special work at Georgetown University. Mr. Fitzgerald, who holds B.B.A. and LL.B. degrees from Southern Methodist University, was one of fifteen men selected.

Sylvania Television Award Follows Dallas Tornado Reporting. Station WFAA-TV received the Sylvania Television Award for the outstanding news and special events program for 1957. The program, "Disaster-Dallas" was chosen for "its swift, resourceful coverage of the tornado of April 2, 1957, and its follow-up telecasts to reassure the public that disaster and relief agencies were functioning well."

Easterwood Cup Awarded to Z. L. Majors. Winner of the 21st Easterwood Cup for outstanding realtors was Z. L. Majors, partner in the real estate firm of Majors and Majors.

The cup, named for the late Col. William E. Easterwood, is given to the Dallas real estate man judged to have contributed the most to his profession and community during the year.

Mr. Majors served for nine years on the tax equalization board of the City of Dallas and is an active worker in the SMU Sustentation Fund and the Community Chest campaigns.

Times-Herald Writers Win Newspaper Awards. The Dallas Times Herald received seven awards in two statewide competitions for 1957.

Singled out for awards from the Texas Associated Press Managing Editors Association and the Headliners Club were: Bob Hollingsworth, Mrs. Judy Bonner, Paul Taylor, George Carter and Dennis Hoover.

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CIVIC EVENTS

Dallas Health Museum Expands Ambitious Educational Program

For most people the word *museum* conjures up a stuffy picture of inanimate exhibits and the musty smell of library "stacks." Not so with the Dallas Health Museum which features over forty permanent health and science exhibits, all audio-visual and animated. And most ambitious in the museum's schedule are numerous educational programs, designed to open the fascinating world of science to everyone from tot to grandparent.

One of the most recent proposals for the Museum is a Civil Defense underground shelter which will be used as a training area for Civil Defense volunteers. When classes and meetings are not going on in the room, it will be open to the public as a general display. Besides serving as an example of the ideal shelter, the new underground room will include models of other types of shelters, like lean-to and corner room shelters, which can be constructed in the home.

New exhibits are constantly being added to the Museum. One of the latest is an alcohol exhibit which presents factual, unbiased information on the effects of alcohol on the human body. A new hardening-of-the-arteries exhibit will soon be up, and the tuberculosis exhibit is in the process of being refurbished. The dental, cancer and polio exhibits are also being brought up to date.

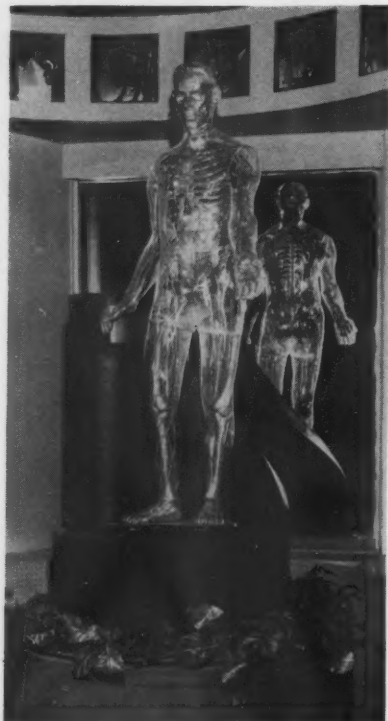
Among the most interesting new sections of the Museum is the Planetarium which was opened last October. Typical of the up-to-the-minute approach of museum officials is the brand-new black light exhibit of the Earth with a small, man-made satellite whirling around it. Added to the planetarium show itself is a new demonstration of how a satellite traveling 18,000 miles per hour would appear to the naked eye.

Another exhibit which shows planets as they revolve around the sun is set to show the true ratio of their cycles by turning our days into seconds.

Recent emphasis on science and space led the Museum to hire a science educator who will work on weekends and nights with the science-minded groups. Significant is the formation of the new Dallas Rocket Club, sponsored by the Museum to teach safety and good habits in working with rockets.

Up the same alley is the proposed formation of a club for young amateur geologists which will be called Junior Pebble Pups, a youngster version of rock hounds.

Available to all science-minded people is the Publication Corner where books,



THE TRANSPARENT MAN, top, is a four minute demonstration at the Dallas Health Museum which shows the workings of the circulatory system in a graphic, colorful way.

A BAS-RELIEF collection of the greats in science, above, is one of the most popular of the Museum's permanent exhibits.

THE PROPOSED underground Civil Defense Shelter, right, will be open to the public.



Civic Events

skycharts, rocks, shells, and even radio-meters are on sale at nominal prices.

Other teaching programs include a course on self-improvement for girls and one for boys, which will be given this summer without charge. Health education workshops for adults are also planned this summer.

A unique part of the Health Museum's educational program is the Pre-School which opened in September, 1957. Three, four and five-year-olds are introduced both to good health habits and to the world of the stars and the universe. Field trips are made throughout the year to the Art Museum, the Aquarium, the Hall of State and other exhibits on the State Fair Grounds.



GOOD HEALTH habits for the young are an important part of the Museum's educational program.

All the educational programs are planned to supplement, rather than duplicate, the educational efforts of physicians, schools, and health groups, such as the Tuberculosis, Cancer and Heart Associations. M. L. McDonald, director and administrator, says that in working with industry and schools "we are trying to encourage an interest in science and health in our children."

The Dallas Health Museum's success in that effort is pointed out by the fact that most of the financial support for the organization comes from voluntary contributions in the form of memberships.

DALLAS • FEBRUARY, 1958

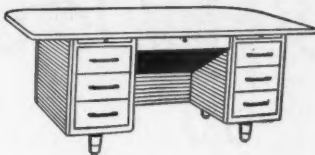
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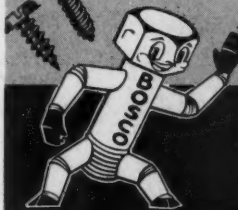
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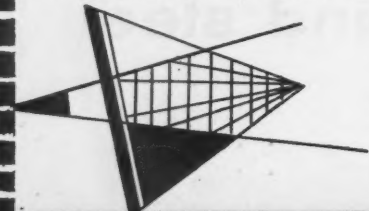
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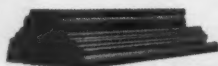
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Civic Events

Hale-Aikin Group Meets for School Planning. Educational leaders from Dallas County and five others in the area met in Dallas recently to map out a program of work for county committees which will recommend improvements for Texas schools.

Dallasites on the Hale-Aikin committee are Charles E. Simons, State Senator George Parkhouse and Mrs. Rae Files Still.

The Dallas meeting was called to give county committeemen from Dallas, Ellis, Henderson, Kaufman, Rains and Rockwall counties an idea of how they should organize to make recommendations to the state-wide group.

Later in the year the 24-member state group will meet to consider recommendations made at the county and school district level.

Wisembaker Named Heart Sunday Chairman. John D. Wisembaker has been appointed Heart Chairman for the Dallas Heart Association's Heart Fund campaign in February.

Mr. Wisembaker is President of Core Laboratories Inc. A graduate of SMU, he served during World War II as a Submarine officer in the U. S. Navy. He is a member of American Institute of Mechanical Engineers and the Dallas Geological Society.



OTIS

Otis to Serve with Emergency Corps. Herbert C. Otis, Jr., first vice president of Otis Engineering Corp., Dallas, oil well tool manufacturing and service firm, has been elected chief of the Dallas Emergency Corps. The organization is a volunteer group formed to assist local law enforcement agencies, fire departments, and similar organizations in Dallas and surrounding areas by rendering first aid, rescue and related work during local emergencies.

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DALLAS

Civic Events

Gilbert Appointed Savings Bond Committee Chairman. R. R. Gilbert, vice-chairman of the board, Republic National Bank of Dallas, has been named district chairman of the Dallas district and vice-chairman of the State of Texas Savings Bonds Committee.

Mr. Gilbert has been active on the Dallas banking scene for 52 years. He holds numerous positions in various civic and service organizations.



GILBERT

F. O. Detweiler, president of Chance Vought Aircraft, Inc., has been appointed general campaign chairman for a United States Savings Bonds drive to be conducted in the metropolitan Dallas area March 23 through 29.

Last March, Mr. Detweiler served as general chairman for Baylor Hospital's successful \$2,500,000 building campaign. Among other fund drive activities in recent years, he served as chairman of the successful membership and fund drive of the Dallas County Chapter, American Red Cross, in 1954.

★

Cancer Society Names Committee Heads. Eight Dallas citizens have been appointed to head key committees of the Dallas unit, American Cancer Society.

In addition to these committee heads, four members of the Dallas unit have been re-elected to the State executive committee of the society, which has its headquarters in Austin.

Local committee chairmen are Travis T. Wallace, crusade advisory; John L. Briggs, by-laws; Wilburn L. Page, budget and finance; Mel Price, county communities; Walter Cousin, Jr., public relations; J. Phil David, public education; Dr. B. L. Aronoff, professional education, and Andrew B. Small, service committee.

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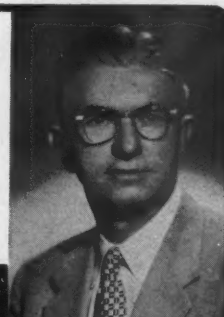
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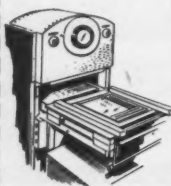
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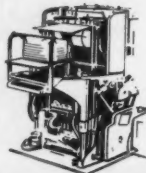
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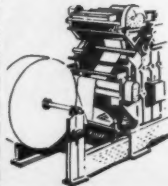
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Civic Events

John Plath Green Heads Area Advisory Council

John Plath Green, a Dallas attorney and president of the South and East Dallas Chamber of Commerce, has been elected president of the Dallas Metropolitan Area Advisory Council.

Vice presidents elected were George Nixon, president of the North Dallas Chamber; Charles Schulze, president of the Irving Chamber, and J. Henry Smith, president of the Mesquite Chamber. Emma Reid, manager of the South and East Dallas Chamber, will serve as secretary of the association.

The council was formed late in 1956 to provide an organization through which the various Dallas County communities could work together on projects involving the entire area. It is composed of the presidents and managers of each chamber of commerce in Dallas County.

Retiring president M. C. Cole, president of the Garland Chamber, in reviewing the council's first year, said: "Our experience in this first year of operation has demonstrated the need for cooperation," he said, "and it is heartening to see the growing consciousness of our inter-relationship."

In citing what can be accomplished by united action, Mr. Cole reviewed the council's work in mobilizing support for last fall's right-of-way bond issue vote. Supporters of the issue were invited to present their program to the Council, which endorsed it unanimously, but left each chamber to support the program in its own way in the individual community. Voters endorsed the issue by a large margin at the polls.

Mr. Cole also paid tribute to the Dallas Chamber of Commerce for its part in creating the Council. "The Metropolitan area is fortunate to have a central city interested in the welfare of the entire area and a central city chamber of commerce of the calibre of Dallas," he said.

Other retiring officers were James Smith, president of the Oak Cliff Chamber; M. H. Whartar, president of the Grand Prairie Chamber, and Gene Shands, president of the Mesquite Chamber, all vice presidents.

★

Beasley Named Trustee of George Williams College. Theodore P. Beasley, president of Republic National Life Insurance Company, Dallas, has been elected to the board of trustees of George

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Civic Events

Williams College of Chicago, a 67-year-old senior college with the primary purpose of professional preparation of Y.M.C.A. secretaries.

For many years Mr. Beasley has participated actively in Y.M.C.A. work at local, national and international levels.

★

Dallas' Civic Leaders Are Recognized. Sixteen leaders of health, welfare and educational campaigns in Dallas were honored by the Community Service Bureau of Dallas last month.

In 1957 these campaign leaders were instrumental in raising approximately eight million dollars for worthy causes in Dallas.

Robert L. Thornton, Jr., presented each of the honorees with an engraved "Man with a Heart" plaque. Awardees and the campaigns which they headed were:

Sherman M. Kaplan, Dallas - Jewish Welfare Federation Campaign; F. O. Detweiler, Baylor University Hospital Campaign; Fred F. Florence, National Foundation for Infantile Paralysis; Charles Sharp, Community Chest of Dallas County; James W. Aston, American Red Cross; E. M. (Ted) Dealey, Dallas Zoological Society Development Fund;

August Hansch, American Cancer Society; Turner B. Baxter, Dallas Health Museum; Eugene McElvaney and Manning Grinnan, Dallas Mental Health Society; Max Clappitt, Dallas Tuberculosis Association; L. B. Dunlap, YMCA Membership; R. R. Gilbert, Sr., Southern Methodist University Sustentation Fund; R. A. Goodson, Dallas Theater Center; Joe F. Maberry, Dallas Heart Association; and Dr. Watrous Irons, Texas United Defense Fund.

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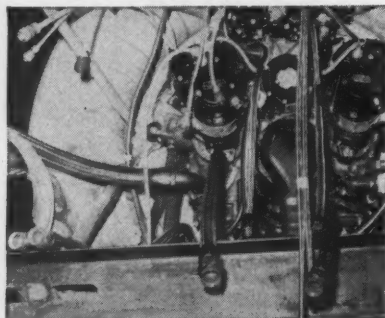
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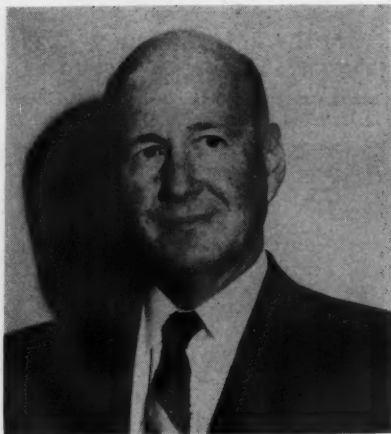


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RELIGION



HOLCOMB

Dr. Holcomb Joins Council of Churches

Dr. Luther Holcomb, one of Dallas' foremost religious leaders, will leave Lakewood Baptist Church March 1 to become executive secretary of the Greater Dallas Council of Churches.

The official announcement was made by W. C. (Dub) Miller, Council president. Mr. Miller said that the Council feels fortunate in bringing an outstanding church and civic leader into a position which will enable the Council to expand its activity and meet the challenge of a growing city's demands for co-operative church activity.

Dr. Holcomb's decision brings into the Council in an active executive capacity one of the leading ministers in the South. The Council intends to stimulate greater interest in the laity through Dr. Holcomb's work with men's organizations and others within the city's churches. His duties were described as those of a pastor-at-large.

"I want it understood," he commented, "that I am not leaving the ministry, of which I am a third generation, but it is mutually agreed that I will be in different churches each Sunday with different groups."

Dr. Holcomb succeeds J. J. McConnell, who, after retiring from active service in the YMCA, has served the Dallas Council for five years.

"I hope we can make the Council an effective agent of the churches 'in their central task of evangelism' demonstrating that the church exists for the sake of the world and not for its own sake," Dr. Holcomb said. "I also want to carry out a broader range of study and research for the churches. It is imperative that the

churches together help men meet their deepest needs and find their true place in the church and in society.

"My dream always has been that the churches might work together.

"Science with all its amazing discoveries can not fashion man's ultimate; but, rather, God-given spiritual resources determine man's real destiny."

Dr. Holcomb is a former president of the Dallas Pastors Association.

He has been active in Dallas civic affairs, serving his third term as a member of the Dallas Housing Authority; a director of the Dallas Council of Social Agencies; and for several years a director of the Dallas County Community Chest, including at one time chairmanship of the Chest's church relations committee.



FRED F. FLORENCE, right, receives a citation from the Laymen's Movement for a Christian World from J. C. Penney, vice-president of the movement.

Laymen Honor Florence. Fred F. Florence, chief executive officer of the Republic National Bank of Dallas received a citation from the Laymen's Movement for a Christian World in New York last month. The award commended Mr. Florence for his "application of moral and spiritual values in business practice and for his outstanding humanitarian service in community and national affairs."

J. C. Penny, who made the presentation, paid tribute to Mr. Florence's service to Temple Emanu-El, Southern Methodist University, the National Conference of Christians and Jews, Boy Scouts of America, Salvation Army and the Southwestern Medical Foundation.

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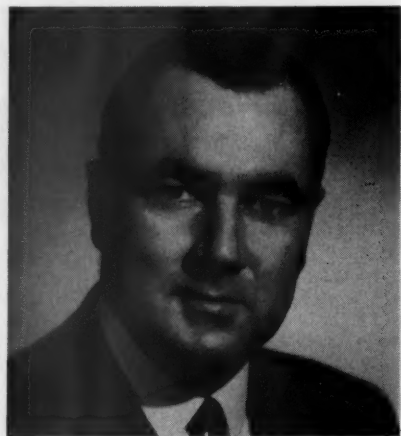


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Religion



ANDERSON

Dallas Plans United Worship Week.

An important Dallas event during the month of March will be the first Dallas County United Worship Week. The observance, scheduled for March 23-28, will bring simultaneous evening services to more than 350 Dallas churches of ten denominations.

Dr. John F. Anderson, Jr., pastor of the First Presbyterian Church, has been named chairman of the pre-Easter observance. Thousands of Dallas church members will participate in the special services.

Churches participating in United Worship Week include the Assembly of God, Baptist, Church of the Nazarene, Congregation, Disciples of Christ, Episcopal, Evangelical and Reformed, Free Methodist, Lutheran, Methodist and Presbyterian (Cumberland, U. S. and U. S. A.)

Sunday, March 2, has been set aside by the churches as a special "Day of Prayer," and for the explanation of the city-wide campaign to members of the individual churches.

The steering committee for United Worship Week includes Lewis N. Stuckey, vice chairman; Robert L. Thornton, Jr., treasurer; T. Lee Miller, enlistment chairman; Wilson W. Crook, Sr., publicity chairman; Curtis W. Junker, special events chairman; J. H. Wright, preparation chairman; Ralph L. Bacon, R. Roy Bryan, Joe Chastain, Joseph M. Connally, John R. Davidson,

Ernest C. Estell, C. Wade Freeman, Joseph M. Harte, Wesley V. Hite, C. B. Jackson, J. Edward Johnson, Theodore E. Jones, Victor Lallier, Cecil H. Lang, Kenneth L. Mauldin, J. E. Montgomery, Joseph Raculia, Bertram L. Smith, Ben Spurgin, Arthur G. Swartz, W. A. Welsh and Dr. Anderson.



McELVANEY

McElvaney Heads Brotherhood Week. Eugene McElvaney, Dallas banker and civic leader, has been named chairman of the 1958 observance of Brotherhood Week in Dallas under the sponsorship of the National Conference of Christians and Jews.

Announcement of the selection of Mr. McElvaney, who has worked closely with the Conference for many years, was made by Charles E. Beard, Louis Tobian and Tom Unis, co-chairmen of the Dallas chapter.

Dates of the annual observance of Brotherhood Week throughout the nation this year are February 16-23. President Dwight D. Eisenhower is honorary National chairman of the observance, and Louis B. Seltzer, editor of the Cleveland, Ohio *Press*, is serving for the second year as national chairman.

Mr. McElvaney is senior vice president and a director of the First National Bank in Dallas and is a member of the boards of several other corporations and active in the petroleum industry. He is a member of the board of directors of the Dallas Symphony Orchestra, the Dallas Better Business Bureau, the Greater Dallas Planning Council and is a participant in many other civic organizations.

He is vice chairman of the board of trustees and chairman of the executive committee of Southern Methodist University, member of the Highland Park Methodist Church, and member of the board of publications of the Methodist Church.

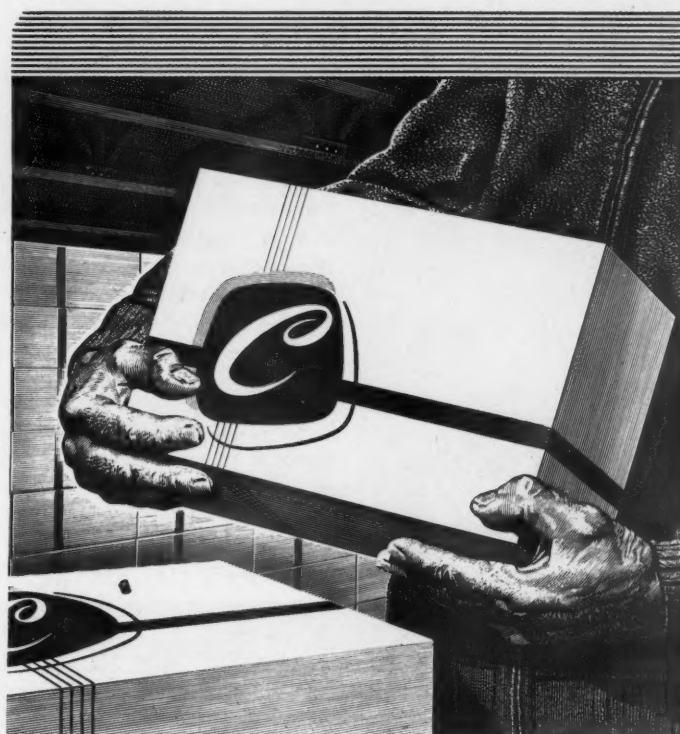
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Retail Merchants Association Hears Braff at Annual Meeting



T. A. TOMBRELLO

Director for Life. Mr. Lang devoted 28 years to the association's work and during that time served as president for several terms.

T. A. Tombrello, manager of H. L. Green Company of Dallas, took over duties as president of the association. Mr. Tombrello, a resident of Dallas since 1947, is a director of the Community Chest, member of the Aviation Committee of the Dallas Chamber of Commerce, director of the Better Business Bureau and president of the Dalsworth Shippers Association. He is a 32nd degree Mason and a member of Hella Temple Shrine.

Earle Cabell was elected to a three-year term and a new director of the Asso-



DIRECTORS of the Dallas Retail Merchants Association talk over plans for downtown Dallas with Lloyd Braff, executive director of the Central Business District Association. Left to right are: Robert A. Ross, Mr. Braff, S. T. Chandler, Jr., and Eugene K. Sanger.

The Dallas Retail Merchants Association heard a talk by Lloyd Braff, new executive director of the Central Business District Association, at their annual meeting last month.

Mr. Braff outlined the aim of the CBDA as an organization set up to implement plans which will alleviate problems caused by expansion in the downtown area. "It is not the intent that this organization will replace activities now done well by other groups," Mr. Braff told his audience. "Neither will the association be a planning group. It will, however, implement and assist in the carrying out of plans for the improvement of the downtown area."

Another highlight of the Retail Merchants meeting this year, was the election of the late Otto Lang as its first Honorary

ciation and H. H. (Andy) Anderson was elected to a special one-year term. Other directors, re-elected to three-year terms, included Horace D. Ainsworth, Myron Everts, Robert A. Ross, Mr. Tombrello, H. D. Turman and John T. Withers, III.

John B. Dunlap will serve the association as vice president this year and Mr. Ainsworth will be treasurer.

★

Miller Named to National Real Estate Group Committee. Henry S. Miller, Jr., president of the Texas Real Estate Board and former president of the Dallas Real Estate Board, has been appointed to the executive committee of the National Association of Real Estate Boards.

Mr. Miller is the first Dallas realtor named to the executive committee of this national real estate group. He will be one of the nation's six realtors who serve as members-at-large on the committee, which also includes national officers.

★

Cofer Heads Credit Manager's Group. William F. Cofer, Jr., Neiman-Marcus, has been installed president of the Dallas Retail Credit Managers' Association.

Other association officers installed are Cliff Moore, *Dallas Morning News*, first vice-president; Cecil Rosamond, Dallas Medical & Surgical Clinic, second vice-president; George Zarafonetis, Preston State Bank, third vice-president; J. E. R. Chilton III, Merchants Retail Credit Association, secretary-treasurer; and Chellie Sue Bernard, Merchants Retail Credit Association, assistant secretary-treasurer.

★

Decorators Elect Davis. J. C. Davis, president of Davis Brothers Painting Company has been elected President of the Dallas Chapter of the Painting and Decorators Association of America.



VELMA McKEE

Mrs. McKee Joins Dallas Fashion Center. Mrs. Velma Lockridge McKee is the new managing director of the Dallas Fashion Center.

A graduate of Kansas State College, Mrs. McKee has been active in both advertising and journalism fields in Minnesota, Wisconsin, California and Dallas. She was editor of *Southern Home and Garden* magazine in Dallas and also served as assistant advertising director of Neiman-Marcus. Before joining the Dallas Fashion Center, she was a member of McKee-Thompson & Associates, advertising agency.

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Clubs and Associations

Dr. Norman Named Next Medical Society Head. Dr. Floyd A. Norman is now president-elect of the Dallas County Medical Society.

Dr. Norman, a pediatrician, is a clinical associate professor of pediatrics at the University of Texas Southwestern Medical School.

★

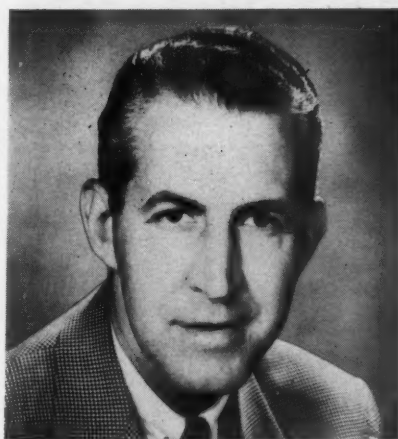
Brister Named Design Conference Chairman. Bernard Brister, counselor in public relations, has been re-elected Dallas regional chairman of the International Design Conference to be held in Aspen, Colorado, late in June.

★

Ingram Named Head of Housewares Club. W. T. Ingram has been elected president of the Texas Housewares Club of Dallas for 1958.

The club, celebrating its tenth anniversary, has a membership of 200, consisting of manufacturers' representatives, manufacturers, department store buyers, wholesalers, and retailers.

Other officers chosen are J. E. Perdue, vice-president; Dick Leversee, secretary; and Herb Kadish, treasurer.



NICHOLS

Nichols Installed as Graphic Arts Group Head. James G. Nichols of the Fine Arts Litho Company has been installed president of the Dallas Graphic Arts Association for the year 1958.

Serving with Mr. Nichols will be Lloyd M. Gilmore of William S. Henson, Inc., as vice-president, and C. B. Scarborough of the E. J. Storm Printing Company, as secretary-treasurer.

Bell Heads Mutual Insurance Group. Jack K. Bell, Jr., of Jack K. Bell Mutual Agency, has been elected president of the Dallas Association of Mutual Insurance Agents.

Other new officers are Donald M. Skinner of Donald M. Skinner Company, vice president; Harlin Morrison, Jr., of Harlin Morrison, Jr. Insurance Agency, secretary; and Ed Wesson, Jr., of Ed Wesson Agency, treasurer.

★

Keitz Named Section Chairman of Television Engineers. The Dallas-Fort Worth Section of the Society of Motion Picture and Television Engineers has elected Roddy K. Keitz, partner in the film producing firm of Keitz & Herndon, as Section Chairman for 1958.

Erwin J. Pattist, Eastman Kodak Company, has been named secretary-treasurer of the Section. And Philip W. Wygant, WBAP-TV, Gordon Yoder, Telenews-News of the Day and Hugh J. Jamieson, Jr., Jamieson Film Company, were named for two-year terms on the board of managers.

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Blind Workers Find Buses Easily With New Plastic Numbered Cards

A new aid for blind workers who ride Dallas Transit Company buses to and from their jobs has been announced by Harry D. Selman, assistant executive director for the Dallas County Association for The Blind.

Mr. Selman, who is blind, said the Oak Cliff Lions' Club has purchased specially-designed plastic cards for use by blind workers to signal approaching city transit buses. Mr. Selman is co-chairman of the club's Sight Conservation Committee and designer of the cards.

Although blind persons successfully use extraordinary sensory skill to identify a certain bus by the sounds it produces, the situation becomes more complicated in congested downtown bus stop areas.

The two-sided 3½ x 5-inch cards are available to all blind workers in this area. Raised white letters on black backgrounds enable a blind person to know which side of the card to display to oncoming buses. They are readily identifiable by bus drivers.

Mr. Selman said the plan underwent experiments in the downtown section before he approached Oak Cliff Lion's Club President Abe Meyer with the suggestion that the club authorize the supply of cards.

Mr. Selman got the idea for the cards from New York City where blind persons, unable to contact independently-owned taxis by telephone, use placards displaying the word "Taxi".

Dallas Transit President Leon W. Tate said the company's bus operators have been alerted to the plan.

"Mr. Selman's idea certainly is an excellent one, and our company will give it our fullest co-operation," Tate declared. "It has been a long-standing practice for our bus operators to offer assistance to those who are blind. We have no rule to this effect; each driver has always made the effort to be of special assistance".

Speaking from experience, Mr. Selman said most blind workers are able, without difficulty, to board a bus in a suburban area. They usually can manage for themselves in the downtown sections, except during peak traffic hours when two or more buses with nearly-identical sounds are in the same area.

"The situation can become confusing when crowds prevent you from getting bus identification from the driver, or when other obstacles are in the path between



A NEW PLASTIC card helps Harry D. Selman, above, and other blind persons in Dallas board buses during rush commuter hours.

you and the bus door," Mr. Selman pointed out.

Not all blind workers in Dallas will accept the cards, Mr. Selman predicted. "Some of them want to go 'on their own', so to speak, and not be bothered with carrying a card. If more cards are needed, the Oak Cliff Lion's Club is ready and willing to arrange for them".

Some phases of the project were developed by Mr. Selman in co-operation with DTC executives, including Tom H. Owens, assistant to the president of the transit firm, and Wilson C. Driggs, vice-president.

The Dallas County Association for The Blind is an agency of the Community Chest of Greater Dallas.

Dr. Flemming Plans Hoover Committee Talk

Dr. Arthur S. Flemming, member of the first and second Hoover Commissions, will be keynote speaker here March 5 at the "climax conference" of the Citizens Committee for the Hoover Report.

Dr. Flemming is president of Ohio Wesleyan University, of Delaware, Ohio, and is former director of the Office of Defense Mobilization.

More than 500 citizens from four states — Arkansas, Louisiana, Oklahoma and Texas — will attend the conference. Sessions will be held at the Statler Hilton Hotel. Co-sponsoring the event with the Citizens Committee for the Hoover Re-

port are the Dallas Chamber of Commerce and the Dallas Council on World Affairs.

Plans will be made for recruiting public support for the bipartisan Hoover Commission's recommendations for cutting waste and duplication from the federal government's operations.

The stepped up "cold war" has caused the Citizens Committee to intensify its campaign for passage of necessary legislation, according to P. B. (Jack) Garrett, Southwestern and Texas chairman of the organization.

"The people of America must meet the challenges abroad," he said. "But in order to do that effectively, we must also wage a war, here at home, on the forces of inflation, waste, delay and extravagance wherever they occur."

Dr. Flemming will address the conference's luncheon, in the Grand Ballroom of the Statler Hilton. Tickets to the luncheon are available at \$2.75, from the office of the Citizens Committee for the Hoover Report, 516 Texas Bank Building, RI 2-4297.

A panel discussion during the afternoon also is open to the public. Experts in business and government will discuss the "Big 5" legislative goals for the current session of Congress, and a question-and-answer period will follow. Officials also will talk on means of interesting the public in the Hoover Report and getting its support for legislation.

The second Hoover Report, made in 1955 as a blueprint for effective management of federal affairs, contained 314 specific recommendations to promote efficiency and reduce waste. Citizens Committee officials estimate that adoption of these recommendations can lead to annual savings of \$5 billion. They say that savings from proposals already adopted from both the first and second Hoover Reports total \$7 billion since 1950, or about \$1 billion per year.

The five major proposals on which the Citizens Committee is concentrating during the current campaign would (1) give Congress strong year-to-year control over federal budgeting and spending; (2) establish a unified procurement system for common-use goods and services required by the Armed Forces; (3) eliminate government competition with private business except in necessary instances; (4) establish a senior civil service of key administrators and scientists whose jobs would be free of politics; and (5) coordinate the government's vast medical and health facilities, to reduce overlapping.

News Spotlight

Business Men's Day Set. Two officers of the Dallas Chamber of Commerce will be the principal speakers at the eleventh annual Business Men's Day to be celebrated at the Southern Methodist University School of Business on March 19.

J. Erik Jonsson, president of the Chamber and president of Texas Instruments, Inc., will speak on "The Business Man and the Missile Age."

L. T. Potter, vice president of the Chamber and president of the Lone Star Gas Co., will be the second speaker. His subject is: "Is Business Over-regulated?"

Dr. Willis M. Tate, president of the University, will be the luncheon speaker.

The registration fee of Business Men's Day will be \$2, including the cost of the luncheon, which will be held in the Humphrey Lee Student Center. All other events will be in the Fincher School of Business building. Registration and reception is scheduled at 9:30 a.m., with the program to begin at 10:15 a.m. and the luncheon at 12:15 p.m.

★

Jaycees Join Litterbug Campaign.

"Join the crusade — beautify Dallas — fight litter!" is the clarion call of the newly-formed Citizens' Crusade to Beautify Greater Dallas, a non-profit association formed by the Greater Dallas Planning Council and the Dallas Junior Chamber of Commerce.

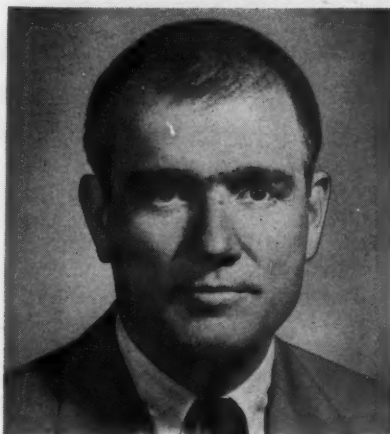
The association, whose first aim is a county-wide anti-litter campaign, will also serve as a clearing house of information and coordination for civic, service, professional and educational groups as well as business organizations interested in promoting greater beauty throughout Dallas. Offices are located in the Davis Building, 1309 Main Street.

Robert Carl has been retained as executive director of the Citizens' Crusade. He is a partner in the public relations firm of Jones-Carl, Inc., and has been active in both the Dallas Junior Chamber of Commerce and the Public Relations Society of America.

★

University of Dallas Joins Athletic Association. The University of Dallas will be a member of the Church College Amateur Athletic Association.

In joining the conference, the university went on record as planning strict "amateur" standards in scholarship policies in regard to athletics. This is a requirement of the CCAAA, now in the formative stages with conference play slated to begin in 1960.



HARTMANN

Hartmann Chosen as St. Mark's Headmaster. Thomas B. Hartmann, dean of students at Tower Hill School, Wilmington, Delaware, will become headmaster of St. Mark's School of Texas on July 1.

Mr. Hartmann, a graduate of Phillips Academy, Andover, Massachusetts, and Princeton University, has done graduate work at the University of Delaware.

In 1952 he was appointed head of the history department of the Tower Hill School, and he became dean of students in 1956.

Aeronautics Committee Reappoints McCarthy. The National Advisory Committee for Aeronautics has announced reappointment of C. J. McCarthy, chairman of the board, Chance Vought, Incorporated, as chairman of the organization's committee on aircraft construction.

Mr. McCarthy was appointed last year by President Eisenhower to a five-year term as a member of the NACA, the government's foremost research committee in the aeronautical field.

Chance Vought reappointments to the organization's technical and subcommittees include: J. R. Clark, high-speed aerodynamics; Conrad A. Lau, aerodynamic stability and control; M. J. Rudick, aircraft structural materials; and John E. Stevens, aircraft structures.

★

Hjelmseth Heads Grain Exchange.

R. S. Hjelmseth of Russel Miller Milling Company has been elected president of the Dallas Grain Exchange.

Other officers named to serve with Mr. Hjelmseth include V. G. Petta, Pearlstone Mill and Elevator Company, vice-president; and G. H. Rogers, Doggett Grain Company, secretary.

Elected directors were J. R. Cooper, R. T. Cofer, L. R. Perkinson, Walter Blanton, R. D. Zumwalt and G. L. Collins.

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ANNIVERSARIES

Merchants Retail Credit Association Marks Sixtieth Anniversary

With sixty years of service to the merchants and professional men of Dallas County behind it, the Merchants Retail Credit Association is still playing a vital role in the Dallas business picture. And, with sixty years of growth, proportionate to the growth of Dallas, the organization constantly expands and adds new services.

In 1897, the organization was founded by J. E. R. Chilton, Sr. He did so at the request of six merchants who saw the need of compiling and exchanging credit information by means of a central office. During the same year, the first Red Book was published containing the names of several hundred consumers and their credit ratings. The information contained in this first Red Book came from a small pocket notebook carried by Mr. Chilton, Sr. while making the rounds of Dallas stores in an effort to get them to exchange information about their customers' paying habits.

Today, the Red Book contains close to 260,000 individual listings. The source of this information is no longer a pocket notebook, but a vast warehouse of files stored by the Association. These files contain the credit records of over 1,200,000 individuals who buy on credit in this area. Every day the merchants and professional men of Dallas turn in close to 800 pieces of information to the Association, making the publishing of the Red Book faster and more automatic. To further insure this speed, the Association has developed an IBM punch card method of publishing the book, thereby making it continually up-to-date.

The primary service is, of course, credit reporting. From records in the files, over 763,000 reports were given in 1956 — an average of over 2,000 a day. This number includes both written and oral reports although there are usually more than twice as many oral reports issued each day. This oral reporting is made possible by an extensive telephone system including some 300 instruments and a unique network of miniature switchboards especially designed and installed for the Association a few years ago.

Other services of the Merchants Retail Credit Association, which today is headed by the founder's sons, J. E. R. Chilton, Jr. and Howard G. Chilton, include the Welcome Newcomer service, telephone secretarial service, the Doctors Bureau, a low-

cost pre-collection service, the new collection service division, the new Golden "Charg-it" Card, and offset printing facilities.

Expansion is the key word describing the development of the organization during the past few years, and will hold true for some time to come.

From within, the organization has spread its operations from a single floor to a full three-stories in their building at 2112 Jackson Street. A remodeling program is now in full swing.

In Dallas County, bureaus are now operating in Mesquite, Carrollton, Lancaster, Irving, Garland and Grand Prairie. Others in the immediate trade territory include Plano and Kaufman. The Retail Merchants Association of Fort Worth, managed by Howard Chilton, has branch offices operating in Arlington and Grapevine.

"We have expanded, and will continue to do so," says Mr. Chilton, Jr., "not only so that the retailers and professional men and women of this area can extend credit privileges more quickly, but our program will enable the consuming public to obtain the good things of life, as well as the necessities, on a credit basis much more quickly than in most metropolitan areas."

*

Bank of Commerce Observes Anniversary

Tribute was paid to 19th century Dallas by The National Bank of Commerce February 24-28, as the historic bank opened its doors to the general public in observance of its 80th Anniversary.

The National Bank of Commerce dates back to the early 1870's when the Galveston banking firm of Adoue & Lobit followed the H. & T. C. Railroad to Dallas, with Jean Baptiste Adoue as partner in charge. His brother, B. Adoue of Galveston, was senior member, and much of the foreign commercial banking of the Dallas firm was an outgrowth of the older brother's influence.

Later, W. H. Flippen, father of prominent Dallasites Edgar L. Flippen and Mrs. Sallie Bell Flippen Gaston, became the senior member of the private bank, and on Feb. 28, 1878, the name was changed to Flippen, Adoue & Lobit. After Flippen's death in 1891, the elder brother, B. Adoue, placed the bank in the hands of

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Jean Baptiste Adoue and in that year, the private firm was merged with the National Bank of Commerce which had been chartered in 1889. Mr. Adoue continued as President of the bank until his death in 1924.

Jean Baptiste Adoue, Jr. grew up in the bank and was its president from 1924 until his death in November, 1956. 'Tiste Adoue devoted a lifetime to the interests of Dallas and its people, working in the fields of finance, athletics, civic service and community welfare. He received every award the city can confer on a distinguished leader.

At the death of Tiste Adoue, Miss Maurine Jacobs, who had been with the bank since 1933 and had been its managing officer since 1948, was elected President.

World Trade News

(Continued from page 33)

HONG KONG — Fred. Samson & Co., 27, Jordan Road, 1st Floor, Kowloon, Hong Kong, China. Established tailors seeking representation to handle mail order business on British woolen textiles made to order by special measurement for which charts, prices and samples provided.

ITALY — Veratubi Export, S.R.L., 6, Piazza Diaz, Milan, Italy. Manufacturers and exporters of plumbing and heating brassware and sanitary fittings (valves, cocks, faucets, sink-mixers, etc.,) seeking wholesalers and importers.

HONG KONG — H. Cheong-Leen & Co., 310-311 Yu To Sang Bldg., P.O. Box 584, Hong Kong, China. Exporter seeking outlets for plastic toys and dolls; shirts, rubber shoes, brassiers, brocades and ladies' apparel; torches, gloves, miniature junks and sampans.

ITALY — S. L. E. M., Via Lunense N. 5, Casella Postale 209, Carrara, Italy. Italian marble association seeking outlets for sale of their sawn and carved marble for buildings, churches, etc.

MEXICO — Nacional Droga-Express, S. A., Abraham Gonzalez No. 64, Apdo. 20605, Mexico 6, D. F. Mexico. Exclusive representatives of German manufacturer seeking outlet for sales of their Vitamin products and complementary food for animals. Labels of products offered are attached.

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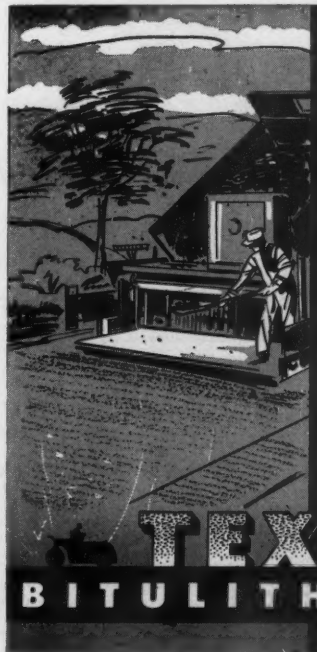
WAREHOUSES



BUILDING WITH A FUTURE

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DALLA

Women in BUSINESS

by Jim Stephenson



Margaret Barret Pratt

Dallas' industrial and commercial growth is closely allied with its Public Library.

Especially helpful to business people is the Library's Texas and Local History and Genealogy Department, headed by Mrs. Margaret Barret Pratt, a librarian at heart all her life; in fact, since 1937.

Businessmen, in Dallas for conventions, often drop into Mrs. Pratt's "Texas Room," and, with her gracious assistance, dig out proof that what people say about Texas—Big D in particular—is true: That it's the place to set up shop, to establish a new branch office, or a new branch plant, or even to relocate completely—for Dallas, Texas, has a history of opportunity, sound growth and progress.

Again, Mrs. Pratt's assistance may take the form of consultation with representatives of long-established Dallas firms about to observe anniversaries, perhaps centennials. She can guide them to history that ties in with progress of the firms involved, and the net result is fascinating company advertising and promotional material that snowballs interest in Dallas.

Thus Mrs. Pratt makes a direct, continuing contribution to the city's prosperity.

Last October, during Neiman-Marcus' fabulous French Fortnight, Mrs. Pratt

created library displays depicting French influence in Texas and Dallas.

A year earlier, to mark the library's first anniversary in its wondrous new quarters, she put on exhibit the Aviation History of Dallas, a comprehensive collection that took several months to assemble. The North Central Texas Chapter of the Women's National Aeronautical Association gave her a citation on this important project and voted to help her enhance it.

Mrs. Pratt was born at El Campo, but spent most of her early years in Central-West Texas and in Tennessee. She took a B.A. degree at SMU, then returned to Memphis and taught junior high school history.

"The school didn't have a library," she recalled. "I'd go to the public library with a big shopping bag and load it with books for my students. This was an enlightening experience — the youngsters were so full of energy and enthusiasm!"

On the death of her mother, Margaret returned to Texas and soon was married to James Reece Pratt, a former SMU classmate.

For a time afterward she gave up thoughts of teaching and library work to be a housewife and mother to James Reece Pratt, Jr., who became an architect and currently is making Dallas his-

tory by sparking an interest in downtown revitalization. Always, however, books to Margaret and her family were an important part of life.

Mr. Pratt died in 1935. Margaret moved to Dallas to be near a sister, Mrs. George DuBrul, who advised: "You won't be satisfied until you're a librarian. Why don't you get at it?"

So Margaret started studying library science at Denton; then got a part-time library job, which soon became full-time. She later took a Bachelor of Library Science Degree at TSCW and for a time was assistant reference librarian.

She now is special advisor to the Local History and Genealogical Society and is vice-chairman of the State and Local History Archives Division, Texas Library Association.

She is a member of the American Association of University Women, the Jane Douglas Chapter of the D.A.R., and the Highland Park Methodist Church.

"Libraries," she observed, "are a very important adjunct to education. And libraries are a unique part of America."

That is why she has arranged through the Dallas Council on World Affairs, to which she also belongs, for foreign visitors to include the Texas Room on their tours of the city.

NEW AND EXPANDING BUSINESS



THE DALLAS Automobile Club expects to move into this modern, \$250,000 building in May.

Automobile Club Plans Move. The Dallas Automobile Club is scheduled to move into a modern, two-story, \$250,000 office building at 4425 North Central Expressway on May 1. The club will occupy the first floor and sub-lease offices on the second floor.

The 12,706-square-foot building will have a self-service elevator, and the interior will be done by consulting decorator Floreine H. Smith of Dallas.

The facility will be the first automobile club headquarters in the United States to have a drive-in service window where members can receive their tour books, accommodation directories, maps and custom-made Triptiks.

Designed by Dallas architect George L. Dahl, the building is being erected by Connell Construction Company, with electrical work by McClure Electric and mechanical work by Burden Brothers.

★

▶ **Temco Aircraft Corporation** of Dallas has entered into an agreement to acquire 80 per cent of the stock of Fenske, Fredrick & Miller, Inc., a West Coast electronics company. The Los Angeles firm is now engaged in work under prime contracts with the various military services. The agreement provides that present officers of the electronics company be retained, and that present facilities continue research, development, and manufacturing operations for electronic devices.

★

▶ **Brookhaven Country Club** officially has broken ground for its 55,000-square-foot clubhouse on the club's property just north of Marsh Lane and Valley View. In addition to its clubhouse, Brookhaven

will have a 54-hole golf layout (three 18-hole courses), and three swimming pools. The pools are scheduled for completion in May and one of the courses by midsummer.

★

▶ **Inca Metal Products Corporation** has announced the recent addition of their Storage Equipment Division to the firm's plant, located on Highway 77 in Carrollton, Texas. This division will manufacture and distribute a complete line of steel lockers, storage cabinets, steel shelving and self-service type display shelving. Inca Metal Products, manufacturers of household cabinets and tables, moved their plant from Birmingham, Alabama, to the Dallas area in 1949.

★

▶ **Trans World Airlines, Inc.**, has placed orders totaling \$723,814 with Collins Radio Company for communication and navigation equipment.



New Process Steel Occupies Brook Hollow Headquarters

New Process Steel and Supply Corporation and Mid-West Materials, Inc., have moved into this 40,000-square-foot headquarters at 726 Regal Row in Brook Hollow Industrial District. The new building, constructed by J. L. Williams and Company, is served by a rail spur and provides six truck loading docks and paved off-street parking. Jack Moser of the Moser Company, Realtors, handled the negotiations.

▶ **Houston & North Texas Motor Freight Lines, Inc.** have moved into a newly constructed headquarters building on a five acre tract on Irving Boulevard in the Trinity Industrial District, it is announced by C. E. Bradley, Sr., president. The new quarters are double the size of former space at 842 Slocum Street, and were designed and built to H & NT's specifications by Hedrick, Stanley and Morey, architects, and Cowden Bros., general contractors. Besides extensive paved ramps and loading docks the new building has air-conditioned offices and maintenance areas.

★

▶ **Cook Machinery Company**, manufacturers of commercial laundry and cleaning equipment, have announced the leasing of the plant at 4301 South Fitzhugh Avenue for expansion of its facilities. The building consists of 60,000 square feet of floor area with 4,500 square feet of air-conditioned office area. The plant area is equipped with power wiring and sprinkler system, and the property is served by a Texas and Pacific rail spur. Robert L. Shaw of Watson & Watson, Realtors, negotiated the lease, which is for a term of eighteen and one-half years.

★

▶ **Jim Akins Company, Realtors**, has moved its offices from the Employers Insurance Building, Young and Akard, to Central Oak Cliff at 200 South Zangs, one block north of Jefferson at Sunset. T. F. Lyon, associated with the firm for eight years in the handling of loans and sales, also has moved to the new location. Wherry & Martin, Realtors, in the Jefferson Tower Building, represented Dr. J. H. Ray, owner of the building, in the lease transaction with Akins.

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▶ **Sprag** and two Early A. manent Home F them an turing C Empir City, T Corpora west Ch ton; Th Wiscon Baldwin Van Pat

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▶ **Ameri** Inc., mar buildings to serve M. Mar number address tion, Dal

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New and Expanding Business—

► Sprague & Carleton, Inc., Keene, N. H., and twenty-seven other manufacturers of Early American furniture have leased permanent showroom space in the Dallas Home Furnishings Mart Building. Among them are Gold-Aro Furniture Manufacturing Company, Lynwood, California; Empire Furniture Corporation, Johnson City, Tennessee; B. P. John Furniture Corporation, Portland, Oregon; Northwest Chair Company, Tacoma, Washington; The Dearborn Company, Oshkosh, Wisconsin; Temple-Stuart Company, Baldwinville, Massachusetts, and John H. Van Patten Pictures, Los Angeles.

Other firms include S. Bent & Brothers, Gardner, Massachusetts; O'Hearn Manufacturing Company, also of Gardner; Tell City Chair Company, Tell City, Indiana; Maxwell Royal Chair Company, Hickory, North Carolina; Olive-Myers-Spalti Manufacturing Company, Athens, Texas; Tennessee Chair Company, Elizabethton, Tennessee; William Fetter, Inc., Hamlet, North Carolina; Calcasieu Lumber Company, Austin, Texas; Maple Dinettes, Inc., Los Angeles; Eisen Brothers, Inc., Hoboken, New Jersey; and Tennessee Furniture Industries, Inc., Morristown, Tennessee.

Also taking space in the Mart are Albert M. Lock & Sons, Boston; Kroehler Manufacturing Company; C. B. Atkin Company, Knoxville; Cloud Manufacturing Company, Springfield, Missouri; Negley & Son, Inc., Whittier, California; Salem House, Los Angeles; North Hickory Furniture Company, Hickory, North Carolina; Thomas P. Beals Furniture Company, Inc., Portland, Maine, and Sumter Cabinet Company, Sumter, North Carolina.

★

► Rod Lambeth Studio for commercial art has opened at 303 Davis Building. Mr. Lambert, the owner, Pittsburgh Art Institute graduate and a former illustrator for a Dallas art studio, specializes in illustration, design and layout. The studio is equipped to handle all phases of art work.

★

► American Steel Building Company, Inc., manufacturer and distributor of steel buildings, has opened a Dallas sales office to serve the Dallas-Fort Worth area. W. M. Martin is in charge. The telephone number is RIVERSIDE 8-2890, and the mail address is P. O. Box 35371, Airlawn Station, Dallas 25.

★

► Alphonse Simone has announced a new specialty in fashion and illustration photography at 2517 Fairmount. Mr. Simone also is supervisor of the photography department at KRLD-TV.

AT SOUTHWEST AIRMOTIVE

At Southwest Airmotive, Mechanical Contractor and Pilot George A. Linskie can comfortably wear both his favorite hats: The khaki flyin' cap of an energetic private aviation flag-waver, and the king-sized, Texas-type Stetson of one of the men shaping progress in fast-moving, fast-growing Dallas. His company's bright red and white Navion is hangared and serviced at SAC's new terminal facility where a row of plush new service and hangar buildings is equipped with Linskie Company-installed plumbing, heating and air-conditioning. At Southwest Airmotive, George Linskie manifests his twofold faith... in the future of aviation and the future of the City of Dallas!



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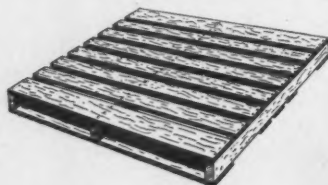
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TRUCKS

W. A. TAYLOE CO.

Materials Handling Equipment

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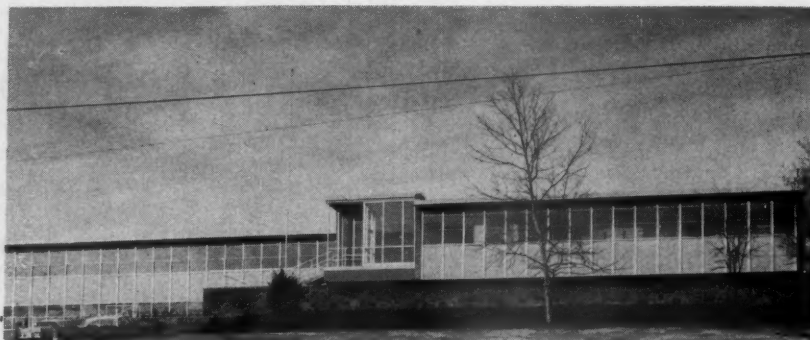
DALLAS 19, TEXAS

4101 San Jacinto

JA 2-4647

HOUSTON 4, TEXAS

New and Expanding Business



New East Town Osteopathic Hospital Now Complete

The new 55-bed East Town Osteopathic Hospital, now complete, is located on a four-acre hilltop site at 7525 Scyene Road, near Buckner. The brick and steel structure, of contemporary design, was constructed by B. Phillips, general contractors. Harley Tracy, architect, designed the one-half million dollar hospital building.

▶ Georgia-Pacific Corporation, wood products producer, has announced construction of a branch warehouse at Dallas. The facility, located at 2430 Butler Street, will house regional offices in an air-conditioned office building along with local warehouse administration. Watson & Watson, Realtors, handled negotiations for a 20-year lease of the property from Houston N. Nichols, owner. Delta Steel Buildings, Inc., Dallas, is general contractor for the project which is scheduled for completion in April.

▶ Robert L. Brown, Inc., Dallas manufacturer of plastic counter tops and distributor of nationally known brands of kitchen equipment for Southwest builders and contractors, has moved into larger headquarters at 3201 Worth Street. The two-

story plant provides 60,000 square feet of floor space, four times as much as the company's former location on Second Avenue.

★

▶ Bernhardt Furniture Company, Lenoir, North Carolina, has opened a showroom in Dallas Home Furnishings Mart Building. Other North Carolina furniture manufacturers taking showroom space in the Mart are Central Upholstery, High Point; Kincaid Furniture Company, Hudson; Maxwell Royal Chair Company, Hickory; Sanford Furniture Company, Sanford; Thayer-Coggin, High Point; William Fetter, Inc., Hamlet; and White Furniture Company, Mebane. Campbell & Campbell, Dallas realtors, are the leasing agents for the Mart.



Miehle-Goss-Dexter, Inc. Opens Dallas Sales Office

Miehle-Goss-Dexter, Inc., has opened this new sales office in Dallas at 720 Young Street. The office will house the Texas area representatives of the Miehle Company, the Lawson Company and the Dexter Company. One of its features is the Dallas Heliport, which is a part of the building and operates commercial service by helicopter from Dallas and Fort Worth airports to the Miehle-Goss-Dexter office. Car parking is provided on the roof.

for better customer service *Executive Aircraft moves to Redbird*



Interior of a 19-passenger DC-3 converted for executive use by Executive Aircraftmen.

The Piper Sales Division features the single engine Tri-Pacer and twin-engine Apache as well as the Super Cub and Comanche. Piper Sales Manager is E. H. "Zeke" Evans, veteran pilot.



The Piper Sales Division of Executive Aircraft remains at Garland Airport and offers the prospective user of light executive aircraft the Piper line with a choice of three single engine models and the world's most popular light twin, the Apache. Charter service in new airplanes is also available.

EXECUTIVE AIRCRAFT SERVICE, Inc.

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Piper Sales — Garland Airport • 11711 E. N.W. Highway • Dallas, Texas • DAVis 1-5767



KISS and MAKE-UP

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DALLAS, TEXAS



Davis Brothers Occupies New Building

Davis Brothers Inc., commercial and industrial painting firm, has moved to its new building located at 2123 Butler St. The 12,000 square foot structure provides both administrative and executive office space, and ample warehousing and paint mixing facilities. Inge & Hayman Inc. were general contractors for the building.

► Hauser, Murdoch, Rippey and Company is the new name of the investment firm of Reed & Sloan. The firm, which will offer increased customer service in listed and unlisted securities, will remain in the same location, 501 Adolphus Tower Building.

► Architect Gershon Canaan has opened his own office in the Simons Building. Mr. Canaan, currently designing the Tryall resort center in Jamaica, has degrees from the University of Texas in architecture and city planning. He is a former apprentice of Frank Lloyd Wright.

► Braniff International Airways moved to its new ten-story Braniff Airways Building in Exchange Park in February. Braniff will occupy the top four floors and basement in the new building, a total of 68,505 square feet. Executive offices, located on the 10th floor, are banked along the entire west side with a 275-foot-long terrace which will be landscaped with live shrubs in the Spring. Office interiors were designed by Gale Arthurs. Departments to be located in the company's new administrative home include Industrial Relations, Purchasing and Stores, Public Relations, Traffic and Sales, Legal Department, Airports and Facilities, Advertising, Research and Statistics, Passenger Service, Treasury Department, Reservations Training and Control, Hostess Training, Customer Relations and Printing and Mailing. The Exchange Park office building and Braniff's new multi-million dollar maintenance and operations base, now under construction on Lemmon Avenue, and the new Dallas Love Field terminal are all linked by five minutes drive over new freeways around the airport area.

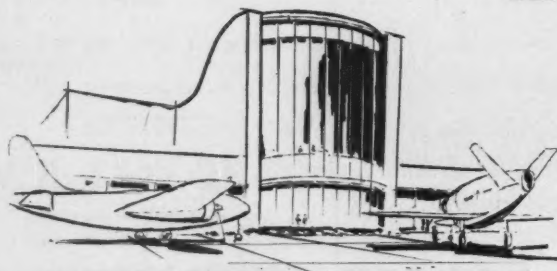
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Dine atop Southwest Airmotive's luxurious business flying terminal. Exotic surroundings give a Continental flavor to the delicious food served with the Flight Deck's aerial "floor show" unsurpassed in drama and beauty.



DRIVE TO SOUTHWEST AIRMOTIVE AT
LOVE FIELD * LEMMON AND UNIVERSITY BLVD.

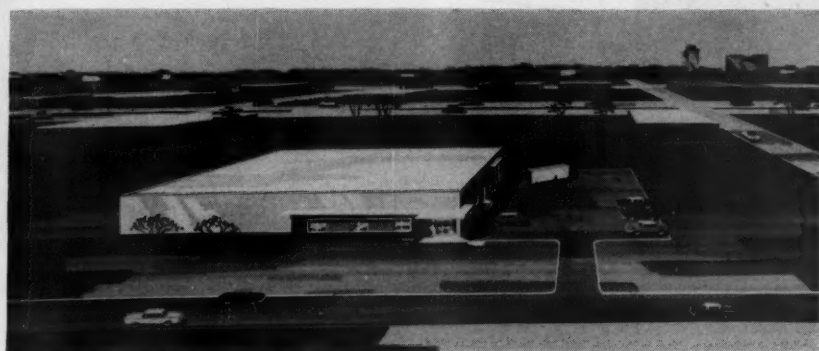
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OPERATED BY THE MESSINA BROTHERS
OWNERS AND OPERATORS OF FAMOUS SAMMY'S RESTAURANTS SINCE 1933



General Motors' Euclid Division to Move

Euclid Division of General Motors Corporation will occupy this new 15,000-square-foot warehouse in the Brook Hollow Industrial District early in May. Located on 60,000 square feet of land to permit future expansion, the facility will be the Dallas parts depot, supplying this region, Texas, Oklahoma, Arkansas, and Louisiana with off-the-road heavy earth-moving equipment. It will be under the management of H. L. Roberts. The Fairway Company is general contractor for the building, and Watson and Watson, Realtors, handled lease negotiations with the owner, Irwin Grossman.

► Brown, Burnham and Underwood, a new architectural and engineering partnership, has been formed by Stanley Brown and Stanley Underwood II, architects, and Herman R. Burnham, a structural engineer. Mr. Brown is a member of the American Institute of Architects. Mr. Underwood, a graduate architect, attended Yale University, the University of Virginia, and the Beaux Arts, Paris. Mr. Burnham attended the University of Texas, and is in charge of the firm's Texarkana, Texas, office at 222 West Fifth. The Dallas office is at 4012 Cedar Springs.

★

► Key Associates, an advertising agency, has been opened by Miss Gene Key in the Oil and Gas Building, 318 North St. Paul. Miss Kay Nesom is associated with Miss Key. A graduate of Texas Women's

University, Miss Key has been co-owner of another Dallas agency for the past three years. Miss Nesom has had more than 15 years of business experience with other Dallas and Los Angeles firms.

★

► Wyeth Laboratories has begun construction on a modern office and warehouse building at 8717 Directors Row in the Brook Hollow Industrial District. Scheduled for completion early in 1958, the 36,500-square-foot structure will double Wyeth's present facilities at 142 Howell. The office portion will be air conditioned and the warehouse will be equipped with a gravity line rail system of storage shelves for efficient order filling. J. L. Williams and Company is constructing the building, which was designed by B. J. Chafin.



Bunn-Staton Occupies New Building

Bunn-Staton Printing Company has moved into this 11,250 square foot building at 1105 Dragon Street. The company specializes in design and manufacture of paper boxes, counter display cards and die-cut labels. Negotiations for the new plant were handled by Daws L. Echols, Campbell & Campbell, Realtors.

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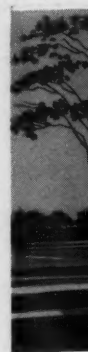
Humble produces a complete line of RUST-BAN protective coatings, each designed for a special purpose. There are RUST-BANS to protect all types of surfaces—wood, metal and masonry.

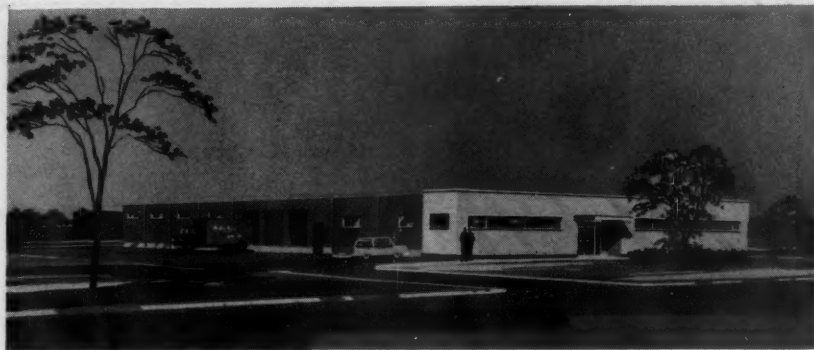
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HUMBLE





Duke & Ayres to Occupy Brook Hollow Headquarters

Duke & Ayres, Inc., will move its Dallas headquarters into this 25,000-square-foot office and warehouse building at 8517 Directors Row in Brook Hollow Industrial District early in March. J. L. Williams is constructing the new headquarters, designed by B. J. Chafin. There will be two rail loading doors served by a Rock Island spur, and four truck loading doors opening on a paved turning and parking apron.

▶ Babson Brothers Dairy Farm Equipment Co. of Chicago, Ill. has opened a branch warehouse in the Trinity Industrial District at 1522 Edison Street. This new facility will serve dealers in Texas, New Mexico, Arkansas, Louisiana and Mississippi. The tan brick building with 10,000 square feet of floor space has air-conditioned offices. The warehouse area is served by both rail trackage and truck docks. Off-the-street parking is provided.

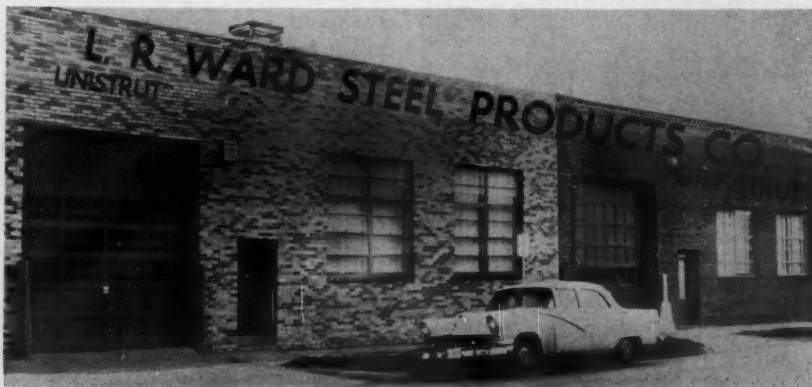
★

▶ Inter-American Life Insurance Company has moved its general and home offices from 220 Cotton Exchange Building to new quarters at 2311 Cedar Springs. The new facilities cover approximately twice the area occupied by the company in its previous location. Included in the move were Inter-American's executive, accounting, and agency personnel and equipment.

▶ The House of China, Inc., a newly formed Dallas company, has opened quarters at 2039 Farrington Street in the Trinity Industrial District. The firm is wholesale distributor of china, glass and silver for hotels and restaurants and will ship throughout Texas, Oklahoma and Louisiana. The buff brick building has air-conditioned offices and a warehouse area served by rail trackage and truck docks. Off-the-street parking is provided. Grady Jordan, realtor, handled lease negotiations.

★

▶ Tire Service Incorporated has moved its general sales office to the Exchange Bank Building in Exchange Park. The firm manufactures and distributes a system for use by commercial truckers which warns drivers of under-inflated tires. The move was made to facilitate expanding office force and sales staff.



Ward Steel Products Doubles Dallas Facilities

This enlarged facility of the L. R. Ward Steel Products Company, 3009 Canton Street, provides 13,500 square feet of offices and warehouses, doubling the firm's former space. L. R. Ward is the owner of the company.

Proudly Serving Dallas'
Great Aircraft Industry With
Fine Precision & Cutting Tools
TOOL PRODUCTS COMPANY
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Donald isn't a
Doubling Thomas!



He just doesn't have
"Continuous Vision"

Embarrassing incidents like this are often the result of your inability to see clearly without age-revealing head movements. If you'd like to regain the "continuous vision" of youth—clear, natural vision at all distances—see your doctor. He may prescribe Continuous Vision Lenses. Bring your prescription to us for accurate service and a complete selection of attractive frames.

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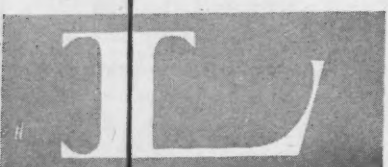
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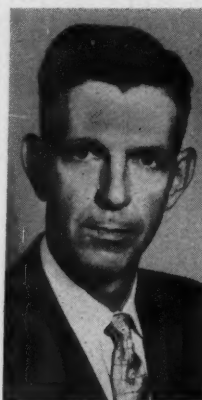
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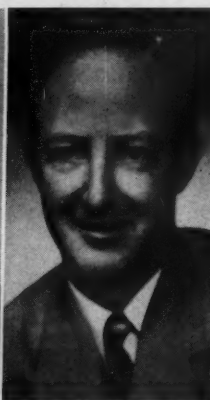
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APPOINTMENTS AND PROMOTIONS



LAWRENCE



BROWN



PETERSON



GARRETT

Texas Bank and Trust Elects Four

P. B. (Jack) Garrett has been elected vice-chairman of the board of Texas Bank and Trust Company of Dallas; C. B. Peterson, Jr., has been promoted from executive vice-president to president; and Jack G. Lawrence has been named executive vice-president. John S. Brown, president of Brown Aero Corporation, Dallas, has been elected a director. Mr. Garrett has been president of Texas Bank for the last 12 years; Mr. Peterson has been with the bank 27 years, and Mr. Lawrence recently rejoined the bank as a senior loan officer.

JACK H. DAVIS has been promoted to engineer-manager of the Dallas-Fort Worth Turnpike and **JAMES G. ALLEN** has been elevated to secretary-treasurer of the Texas Turnpike Authority. Mr. Davis formerly was engineer in charge of maintenance and operations for the turnpike. Mr. Allen has served as administrative assistant to the maintenance and operations engineer. Both men will maintain offices at the Turnpike Operations Building, midway between Dallas and Fort Worth.



R. L. THOMAS, banker, educator and civic leader, has been elected a vice-president of American Bank & Trust Company of Oak Cliff. Mr. Thomas was a Dallas insurance man before beginning a banking career as a vice-president of Dallas National Bank in 1940, and joining First National with the consolidation of the two banks in 1954. He has been president of the Dallas Society for Crippled Children for twelve years, and won the Linz Award in 1950.



LEWIS GRINNAN JR., president of the Lewis Grinnan Co., has been elected to the Board of Directors of Hillcrest State Bank. In other appointments **SHELBY L. RICHARDSON** was elected a vice president.

★
MCCREADY S. YOUNG, former Chief of Budgets and Cost Analysis at Temco Aircraft Corp., has joined Lifson, Wilson & Ferguson, Dallas management consultant firm. Mr. Young is a graduate of the University of Utah and did graduate study at Harvard Business School.

DALLAS • FEBRUARY, 1958

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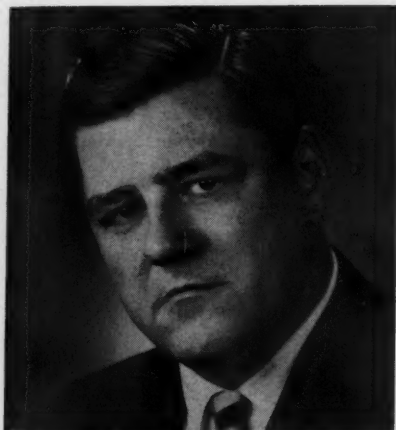
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3101 LOV

DALLAS

Appointments and Promotions—

EDWARD P. LANGHAM has been appointed sales manager of Southwest Equipment Company, manufacturer and wholesaler of specialized farm and irrigation equipment. Mr. Langham has 19 years experience in all phases of sales and sales management in the farm equipment field. He has been with Southwst Equipment since 1955.

BARRY OAKES has been elected vice-president, general counsel, and a director of Republic National Life Insurance Company. Mr. Oakes will head Republic's legal division. A graduate of the University of Texas, he studied at Drake University, the University of Southern California and the Des Moines College of Law (now merged with Drake University) from which he received his law degree in 1938.



D. ROBERT STURGISS has been appointed Southwestern public relations manager for Ford Motor Company, with offices in Dallas. Mr. Sturgiss joined Ford in Dearborn in 1951 after 17 years of newspaper experience, and since February, 1953, has been manager of Ford's Midwest public relations office in Philadelphia. In other personnel changes, **HOWARD C. SULLIVAN** has been named assistant plant manager of the Dallas Ford Division assembly plant. Mr. Sullivan comes to the East Grand Avenue plant from the general offices of Ford Division in Dearborn, Michigan, where he was manager of the master scheduling and material control office.

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RAGLAND INSURANCE AGENCY

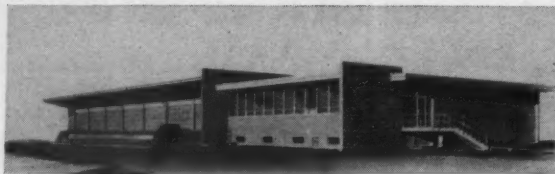
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DALLAS

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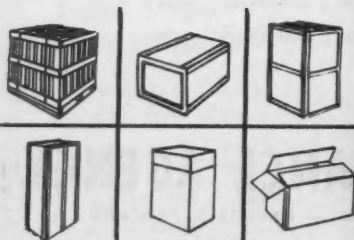
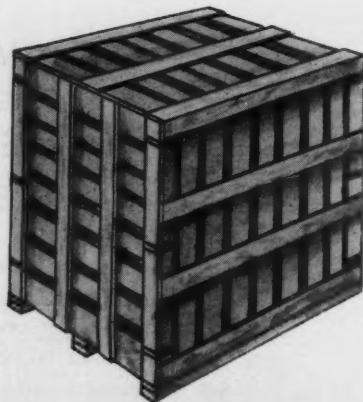
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Appointments and Promotions—



RALPH GRAHAM has been promoted to vice president and general manager of Pollock Container Corporation. Mr. Graham is a 28-year veteran of the paper industry, 14 of it with Pollock. A native of Terrell, he joined the Pollock sales staff in 1944 and became sales manager in 1948.

★

JESS ALFORD JR. has joined Majors and Majors, Dallas realtors, as a sales executive. A native of Paris, Texas, he is a business administration graduate of the University of Texas.



THOMAS L. POND has been appointed regional public relations manager at Dallas for General Motors Corporation. Prior to serving in the regional public relations office at San Francisco as assistant manager, Mr. Pond was supervisor of lecturers with the Parade of Progress. A native of Ferndale, Michigan, he joined General Motors in 1952 shortly after being graduated from Michigan State University.

★

BEN AKERS has been promoted to assistant cashier of the Greenville Avenue State Bank.

DALLAS • FEBRUARY, 1958

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Appointments and Promotions—



L. W. MacNAUGHTON has been elected to the board of directors of Dresser Industries, Inc. Mr. MacNaughton, board chairman for the consulting firm of DeGolyer and MacNaughton, is a graduate of Cornell University and an outstanding leader of the petroleum industry. He is a member of professional societies in the United States and abroad, including the American Association for the Advancement of Science and the Association of Petroleum Geologists. He serves on the Dallas Council of World Affairs and is a trustee of The Graduate Research Center of Southern Methodist University.



ALEX G. PAPPAS, manager of the Dallas office of Erwin Wasey, Ruthrauff & Ryan, Inc., national advertising agency, has been named vice-president of the firm. An advertising major at the University of Missouri School of Journalism and Washington University, Mr. Pappas joined the St. Louis office of the agency as an account executive in 1952, coming to the Dallas office a year later. He has been Dallas manager since 1956.

DALLAS • FEBRUARY, 1958



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We're all in the same boat when it comes to that flood of office needs.

Before the deluge really hits, phone Bennett's. Everything for the office . . . from printed stationery to executive desks, from filing cabinets to reception room suites, business machines and supplies.

And think of the time savings. Supplies, furniture, and printing can be ordered all at once, delivered all at once, billed all at once.

End your office ordering problems today. Call Bennett's at RI 1-3201.

Printing • Lithography • Office Furniture and Supplies • Stationery • Business Machines

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1829 CORSICANA, DALLAS, TEXAS PHONE RI 1-3201

TWO BLOCKS SOUTHEAST OF THE MERCHANDISE MART

Appointments and Promotions



JAMES C. NEILL, JR., has been appointed general manager of the Design & Merchandising Division, Southwestern Drug Corporation. Mr. Neill formerly was Southwestern's Houston Design & Merchandising Division manager. He will office in the company's new Dallas general office building under construction in the Empire Central Industrial Area.

★

W. G. TIBBITTS has been named special national account representative in Dallas for National Van Lines, Inc. Mr. Tibbitts is a graduate of Columbia University.



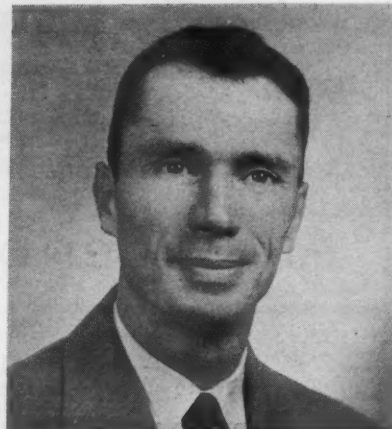
W. F. BIRCHALL, traffic manager of Southern-Plaza Express since January, 1953, has been advanced to vice-president in charge of traffic and sales analysis. Mr. Birchall, a native of Connecticut, joined Southern-Plaza in 1946 as office manager at the Austin terminal. He is a member of the general rate committee of the Middle West Motor Freight Bureau. **B. A. CHANDLER** has been named traffic manager and **T. H. ENRIGHT** is the new manager of sales analysis.

★

ED SEALEY has been appointed Mid-Continent manager of The Petroleum Engineer Publishing Company's advertising department. A graduate of Southern Methodist University, Mr. Sealey served as circulation promotion manager of the publication before joining the advertising department staff three years ago. In his new position he will have his headquarters in Dallas. **ALLEN K. TYLER** has been named advertising service manager of the *Petroleum Engineer*. Mr. Tyler was for three years a member of the staff of the Texas Independent Producers & Royalty Owners Association in Austin, and more recently was associated with a Dallas advertising agency.

★

CHARLES SMITH has been appointed regional manager of the Southern States Area for Traders Oil Mill Company, manufacturers of ingredients for bakers and other food processors.



GEORGE N. LEITNER has been named office manager of Schneider, Bernet and Hickman, Inc., investment securities. Mr. Leitner attended Georgia Tech before his acceptance to the United States Military Academy, where he was graduated in 1948.

J. M. WOMACK, a veteran of more than 16 years in aviation, has been named service representative for Dallas Aero Service. A native of Floydada, Texas, Mr. Womack joins Dallas Aero after eleven years with Continental Air Lines and its predecessor, Pioneer Air Lines. In his new post, he will work both in the field and at the Love Field installation.

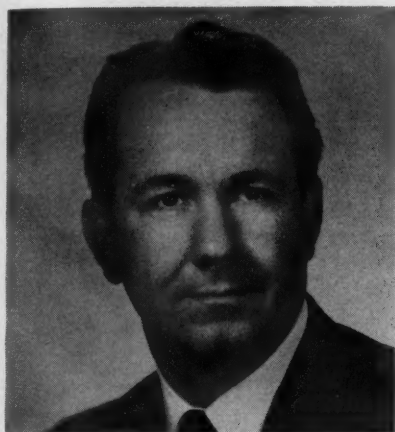


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ENVELOPE COMPANY
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There are over a HUNDRED interesting ways to use envelopes more "sellingly." Call HESSE for full details without obligation.

Appointments and Promotions



BILL STOKES, has been named general sales manager for Jamieson Film Company, 3825 Bryan Street. Formerly sales manager for Southwest Film Laboratory, Inc., in Dallas, Mr. Stokes previously was director of the photography department in the Irving Public School System for a number of years.

★

JIM NELSEN has been appointed director of procurement division of SPACE Corporation of Garland and Dallas. Mr. Nelsen is a graduate of Drake University.

JOE E. ELLIOTT has been named regional manager of the new Great Plains regional office of the Blue Cross Association, national enrollment agency for Blue Cross Plans. Associated with Texas Blue Cross since 1953, when he became enrollment representative for the firm's Houston area office, Mr. Elliott has served as special projects coordinator in the Dallas home office since 1954. He is a native of Electra, Texas, and attended Texas Christian University.

★

STEWART FRAZER has joined the staff of the Dallas Better Business Bureau. A graduate of the University of Texas, Mr. Frazer was formerly associated with a Dallas rubber company.

★

JOE BAKER is the new sales manager of Continental Nh3 Products Company, Inc. Mr. Baker, who received a B. S. degree from Louisiana Tech as an agronomist and soil scientist, worked for two years for the Soil Conservation Service in Big Spring, Texas. Prior to joining Continental, he was vice-president in charge of sales for the Chem-Ag Products Company, Denver, Colorado.



WARREN LESLIE, director of public relations and special events at Neiman-Marcus, has added the sales promotion division of the store to his responsibilities. Mr. Leslie came to Texas in 1947 as a reporter for the *Dallas Morning News*, and in 1951 joined Neiman-Marcus as special assistant to Stanley Marcus, store president. He was named director of special events in 1955 and director of public relations in 1956. He is a member of the Press Club of Dallas and the Texas Institute of Letters.

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Outstanding opportunities in Sales,
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TEXAS EMPLOYERS *Insurance Association*

A. F. ALLEN, Chairman of the Board
BEN H. MITCHELL, President

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PORTRAIT OF A PROUD EXECUTIVE

His company just received dividends totaling thousands of dollars on its workmen's compensation insurance . . . because he chose Texas Employers' Insurance Association as his insurance carrier.

This executive realizes that insurance costs are as much a part of operating costs as raw materials, labor or taxes. And he is justifiably proud of his judgment in choosing TEIA to help him reduce his expenses.

This example is re-enacted each year by hundreds of policyholders of Texas Employers'. TEIA was created to insure employers at cost. During 1957, it saved and returned to policyholders over \$4,500,000 in dividends and discounts, making a total of over \$55,500,000 returned since organization.

Call your nearest TEIA office today for an estimate of the savings possibilities available to your company. You'll be glad you did.

THERE'S AN OFFICE NEAR YOU

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Appointments and Promotions



PIERINGER



SMITH

J. KIRBY SMITH has been promoted from assistant general counsel to general counsel of Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company. Mr. Smith, who received his law degree from Southern Methodist University, has been associated with the companion firms since 1952. **JOE S. PIERINGER, JR.**, has been named director of data processing research for the companies. Mr. Pieringer, whose background includes more than 20 years of fire and casualty insurance experience, will do all necessary staff work in preparation for automation of certain functions within the organization. In the personnel department, **WILLIAM C. DeLEE**, personnel coordinator since 1953, has been advanced to assistant manager of the department.

★

LEONARD FIELDS has been named assistant agency director of Union Bankers Insurance Company.

CHANDLER LLOYD has been elected secretary of Southern Provident Life Insurance Company of Dallas. Mr. Lloyd, a Southern Provident director since the firm's organization, is a member of the law firm of Biggers, Baker, Lloyd and Carver. **HOWARD J. COX**, who joined the company in 1953 as chief accountant and more recently has served as assistant secretary, has been named treasurer. **MRS. DOROTHY SHORES**, chief underwriter, has been given the additional responsibility of assistant secretary; and **GLENN HAYS**, formerly assistant accountant, has been elected assistant treasurer.



ROBERT H. FOSTER has been named president of T. J. Bettes Company's Dallas office. Mr. Foster has been with the Bettes Company for 11 years and for the past four years has served as assistant vice president. He attended Texas A & M, the American Institute of Banking, and is a graduate of the Northwestern School of Mortgage Banking.



HENRY E. (BUCK) WEAVER has been appointed as sales and public relations representative for the Hotel Adolphus, Dallas. Mr. Weaver has been assistant sales manager and district passenger agent in Dallas for the Pennsylvania Railroad for the past fifteen years.

★

JOE STREET has been named executive representative for Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company, and **GEORGE MEASLEY** has been promoted to Dallas sales manager for the three firms. **ROBERT WAINSCOTT** has been appointed sales director in the companies' Dallas home office. Mr. Street has been serving as sales representative in the Harlingen district office; Mr. Measley has been with the companies for the past ten years in engineering and sales work; and Mr. Wainscott has been a sales representative in the Houston office.

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Appointments and Promotions—



SAMUEL J. GILBERT has been elected president of Preferred Life Insurance Company, Dallas. Mr. Gilbert, who entered the insurance business 26 years ago as an agent for a national life company, also is president of Universal Guaranty Life Insurance Company of Shreveport, Louisiana, a firm which maintains its executive office in Dallas. Preferred Life and Universal Guaranty will operate as separate companies.



ROBERT E. KENNGOTT has been named General Manager of Machine Tool Sales Company of Dallas, a division of Tool Supply and Engineering Company, distributor of machine tools. Mr. Kennigott was formerly with the Douglas Aircraft Company, Inc., Tulsa Division, as Machine Tool Requirements Engineer. He is a member of the American Society of Tool Engineers.



DALLAS • FEBRUARY, 1958

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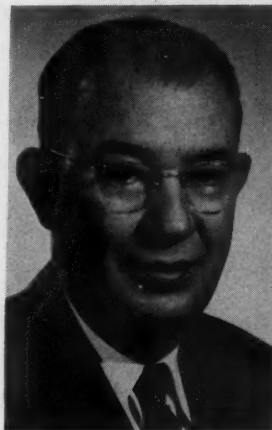
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Appointments and Promotions

RAYMOND J. SEVERSON, former assistant general sales manager of Ampco Metal, Inc., has been appointed manager of the alloy producer's new branch in Garland. Mr. Severson has been associated with Ampco since 1943, and has held a number of supervisory positions in manufacturing. He is a graduate metallurgical engineer from the Missouri School of Mines.

*

ROBERT F. CONLEY, formerly representative for Republic National Life Insurance Company in Aurora, Illinois, has been appointed superintendent of brokerage agencies in the Dallas home office.



SUTTON



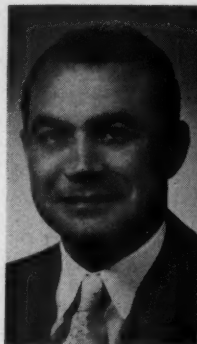
MALONE



HOLMES

First National Promotes Officers

George S. Sutton, a vice-president of the First National Bank in Dallas, has been advanced to a senior vice-president. Mr. Sutton is head of the bank's installment finance timepay department. Other officer promotions include Sam F. Holmes, Jr., director of the bank's employee development program, and Holt Malone, correspondent bank department, who were named assistant vice-presidents.



VAREL



BLANTON

RALPH A. VAREL and **ROSCOE J. BLANTON** have been named vice presidents of Varel Manufacturing Company. Mr. Varel, former production manager, has been associated with the company since 1948, coming from the Bundy Tubing Company, Detroit, Michigan. Mr. Blanton, former plant superintendent, joined Varel in 1947.

DAVID C. GRIMES has been promoted from assistant vice-president to vice-president of the Republic National Bank of Dallas. In other promotions, J. FRANK FIELDS, JAMES R. MASON, VINCENT E. THOMPSON, and JAMES C. WILSON, JR., have been advanced from assistant cashiers to assistant vice-presidents. L. E. Elder has been promoted from assistant auditor to assistant cashier, and George E. Wilkin, Jr., advanced to trust officer. Ten other staff members—Billy J. Clift, John Davis, Alfred F. Edwards, Lynn Heim, James H. Jones, G. V. McGee, James Mont-

gomery, Jack Nowlin, Lee Drain, and John C. Johnson—have been elected assistant cashiers.

*

FRANK C. BOLTON, JR., has been appointed general attorney for Magnolia Petroleum Company. Mr. Bolton will be in charge of law suits and administrative law proceedings between governmental agencies and the Magnolia Companies. Mr. Bolton, a graduate of Texas A. & M. College, received his degree in law from The University of Texas. He joined Magnolia in Houston as assistant to the general counsel.

Builders for Southwest Airmotive

Continuously Since 1952



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2630 FERRIS

P. O. BOX 9087



YOUNG MEN GOING PLACES

M. A. Barbettini

by Elery Owens

From one end of the country to the other, the aircraft industry knows him as "Dutch."

Actually, it's M. A. Barbettini—sales manager of the distribution division of Southwest Airmotive Company.

But among the hundreds of pilots, ground crewmen, top corporation executives and others who count him as a friend, chances are that mention of his full name would draw a puzzled frown.

To them, he's simply Dutch Barbettini, something of an institution among the people whose lives are geared to flying.

At 34, stocky, affable Dutch Barbettini holds a key post in a division of Southwest Airmotive that does an annual business of \$4,000,000. A distinction in itself, Dutch also has others, some of them definitely unique.

He's probably the only sales manager in the country who was ever reported killed in a plane crash. In his case, like that of Mark Twain's premature demise, the report was erroneous.

And certainly few people have a more colorful family background. He's the son of a Swiss immigrant father who abandoned gold mining and saloon-keeping in Alaska for a bigger gamble: the oil business in Texas.

Dutch himself once had an eye on a more prosaic career, radio announcing. But World War II took care of that.

A native of Electra, Dutch was a student at North Texas State College, when the Air Corps pulled him out—and made him a B-29 flight engineer in the Pacific.

The war's end brought Dutch to the realization that flying was enough a part of him that he wanted to stick with it. He went to work at Oakland, California—sorting bolts and nuts for Pacific Airmotive.

In a few months, Dutch was making more money than many of the people with degrees in the aircraft industry. And Dutch, with a practical turn of mind, dropped his plans of enrolling at Cal Tech and getting an aeronautical engineering degree.

The decision apparently was a wise one; his climb at Pacific Airmotive was fast. Dutch was made chief inspector and production control manager. Then, he was transferred to Linden, New Jersey, where he became service manager and sales manager.

It was in the East, in 1951, that Dutch was "killed." He was one of four men aboard a plane making practice single-engine approaches to an airport on Staten Island, when the plane went into a spin and crashed. Two of the men were killed. Dutch managed to scramble out of the wreckage—his only injury a solitary scratch.

But the first report listed him as one of the victims—and caused a lot of long faces among his friends in the aircraft industry, before it was finally straightened out.

The next year, Dutch made his only break with the industry, when he came back to Texas and went into the chemical business in Dallas.

But the pull of flying and what goes with it was too strong. When Paul Kennedy talked him to him about joining Southwest Airmotive, Dutch went back, as a salesman.

He became sales manager of the distribution division a little more than six months ago—and now rides herd on a vast territory that stretches from Canada to the Mexican border, as far west as Salt Lake City and as far east as the Mississippi.

A colleague at Southwest Airmotive calls him "Mr. Gregarious of the aircraft industry."

It's true that Dutch's wide acquaintanceship helps, but he's also particularly fitted for his job in other ways.

Dutch knows the aircraft industry up one side and down the other. He's a private pilot and came up the technical side of sales. And his is an area of sales where high-pressure tactics won't work; a salesman must also be a trusted technical adviser to his customers.

Dutch himself sums it up pretty succinctly, this way: "If I went in and sold a man equipment or parts he didn't need, every time he saw them on a shelf he'd think, 'If I never see Dutch again, it'll be too soon.'"

That doesn't happen—to the credit of Dutch and Southwest Airmotive . . . and the benefit of the aircraft industry.

And as the jet age and other developments loom ahead, Dutch Barbettini undoubtedly will be in the middle of them—a welcome and trusted figure in the aviation world.

AROUND THE WORLD IN 80 YEARS

BINYON-O'KEEFE offers you a world of experience in moving and storage — throughout the United States and eight foreign territories. For more than 80 years, our facilities and services have been the finest available anywhere.



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Flyers Shop Dallas

(Continued from Page 16)

labor, production or Act-of-God difficulties at the manufacturer's end of the line, and that it could work around-the-clock to predict airline needs far in advance of actual requirements. Many other benefits were pointed out to the factories themselves.

Finally, given a "guinea pig" opportunity to prove themselves, the men from Southwest Airmotive got their foot in the door with one manufacturer and one airline. Since then, the list of manufacturers which it represents has grown steadily, and SAC now regularly provides certain lines of merchandise to 12 major commercial air carriers, among them American,

Braniff, TWA, Pan American, Continental, Trans Texas, and Central.

Meantime, efforts continue in hiking sales volumes to other aircraft repair stations and to the owners and operators of large business airplanes which use more and more complicated and expensive electronic gear. The distributor volume which Southwest Airmotive achieved with its sales to airlines enabled the company, in turn, to expand the variety and completeness of its aircraft equipment and accessories stocks and services for business aircraft.

At Love Field, Southwest Airmotive's distribution team includes specialists in inventory, product engineering, sales, and management. The division here occupies

a building leased from Continental Airlines, adjacent to Continental's hangar, near the city's new airline terminal.

Sales volumes continue to climb. The division now is girding itself with distributorships leading the way in supplies, for Jet Age aircraft and engines, and Vice President Jalonick — echoing the sentiments heard in all other facets of Southwest Airmotive's diversified Dallas Love Field operations — thinks the "sky's the limit — we're not even in high gear yet."

★

Jet and Piston Engines

(Continued from Page 17)

tracted with the Dallas company to overhaul its own, larger and more powerful version of the same Allison engine.

Although overshadowed by design, engineering, manufacturing, and testing of rockets and missiles, Southwest Airmotive's contribution to this vital defense effort is important, too.

Southwest's work for the Air Force includes the overhaul of engines used on the Martin TM-61 Matador missile, an expendable weapon now overseas with USAF missile squadrons, capable of delivering atomic warheads at more than 650 mph.

The company's contributions to defense were especially recognized on Wednesday, February 12, when it delivered its 10,000th overhauled engine to Maj. Gen. Thomas P. Gerrity, commander of the Oklahoma City Air Material Area under which the company performs its mission. These engines — rebuilt here since World War II — included 5,820 piston engines of varying types and 4,180 jets. In addition, Southwest Airmotive overhauled several thousand conventional powerplants for the Air Force during the dark days of World War II.

Located in a remote and little-noticed part of Love Field, on "old hangar row", Southwest's sprawling engine overhaul division utilizes a facility oft-expanded from its original hangar site. Piston engines are run and tested in adjacent cells; jets are trucked to a SAC-owned farm on Highway 183 where a specialized facility has been built. Boss of the Southwest Airmotive engine division is wiry, quiet Louis Beimer, a graying veteran and one of the original cadre of mechanics employed by American Airlines a quarter-century ago. He makes no compromises with quality, a trait endearing him to a legion of flyers to whom the roar of a Beimer-supervised engine is sheer music.

Supervising jet overhaul operations is big, blunt James Wall, a tireless pusher

who almost

Between Wall have division a the flying novelty; vis are comm

The eng liant one: nounce s Air Force contract to for one of lines.

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(Continued from Page 17) two, were monthly g gross sales were the which will scale of g and the N 85% of cession.

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B&B V the amuse or 55% o 15% or shop.

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

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DALLAS 7, TEXAS



During the last twenty-three years more scheduled revenue airline miles in the United States have been flown with Texaco Aircraft Engine Oil than with all other brands combined.

Dallas' Southwest Airmotive Company has sold Texaco since 1934. Says SAC's Flight Operations Manager Lorraine Sanders, "...time and experience have proved it outstanding."

TEXACO

LUBRICANTS AND FUELS FOR
THE AVIATION INDUSTRY

who almost literally lives with his work.

Between the two of them. Beimer and Wall have helped give the SAC engine division a top reputation in all parts of the flying world. Foreign visitors are no novelty; visitors from far-parts of the USA are common-place.

The engine division's future is a brilliant one: The company expects to announce soon that, in addition to private, Air Force and Navy commitments, it will contract to perform jet engine overhauls for one or more major commercial airlines.

Pioneering — an instinctive trait of the company — again is reaping its own satisfying rewards.

★ Concessions

(Continued from Page 18)

two, were signed for either a minimum monthly guarantee or the percentage of gross sales, if higher. The only exceptions were the American Locker Company, which will pay the city on 50-70% sliding scale of gross for the locker concession, and the Nik-O-Lok Company, which pays 85% of gross for the pay-toilet concession.


Dobbs House also was awarded the parking lot concession, for 90.25% of gross or \$5,000 monthly minimum and the shop to sell candy, flowers, cameras, records and apparel, for 15% gross or \$1,185.50 a month.

Rent-a-car concessions went to four companies: Avis, Greyhound, Hertz and National. Each will pay 10% of gross or \$3,000 monthly for its small counter in the baggage reclaim wing of the terminal. Interstate Company won five concessions. For the gift shop it will pay 24.56% of gross or \$1,237 monthly; gift stand, 25.56% or \$2,132 monthly; western shop, 24.32% or \$2,283 monthly; drug and package store, 14.26% or \$2,358.50 monthly, and book and greeting card shop, 10% or \$400 monthly.

Union News Company will operate the news and tobacco stand, paying the city 12.275% or \$2,500 monthly the first and second years, \$2,708 the third year and \$2,917 the fourth and fifth years. Airport Sales Corporation will pay 13% on air travel insurance, 8% on Western Union service, sale of travelers checks and money orders and 5% on general insurance, hotel reservations and air charter service. Its monthly minimum guarantee is \$9,045.

B&B Vending Company will operate the amusement arcade for \$1,100 monthly or 55% of gross. Hersch Ross will pay 15% or \$350 a month for the barber shop.

Congratulations to Southwest Airmotive Company



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SUPPLY CO.**

"Everything for the Modern Office"

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INC.**

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Carefreedom now in the '58 Lone Stars!

Here's just a preview of Lone Star's terrific 1958 "Carefreedom" fleet! Dream cruiser...ski wizard...super-value fisherman. Designed for complete new freedom from care! New performance, Styrofoam safety, no maintenance, big value! At your Lone Star dealer's soon. (Top to bottom) **CARIBBEAN**, 19' Fiberglas cabin cruiser, 35-120 hp. range; **MALIBU**, 14' aluminum sport boat, 18-40 hp. range; **LITTLE FISHERMAN**, 12' aluminum cartopper, 3-7½ hp. range.



Lone Star **ROAD KING**
Custom-engineered for all make
boats 14' to 16'



THE *Carefreedom* LINE

LONE STAR BOATS

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SHOWS



MAN-MADE lakes like Grapevine, which supplies Dallas with part of its water supply, have made it possible for Dallas citizens to take up water-skiing and boating in earnest. Because of new interest in water sports in the Dallas area, the second annual Southwest Boat Show, now in progress at Memorial Auditorium, is expected to draw large crowds of spectators.

Southwest Boat Show Draws New Water Fans

The second annual Southwest Boat Show, scheduled for Dallas' Memorial Auditorium February 24-March 2, was

designed as the largest extravaganza of its kind ever held south of the Mason-Dixon line.

All of the nation's leading manufacturers of boats and boat accessories are represented. The show, featuring everything

in the way of boats from 8-foot runabouts to 30-foot cruisers, is expected to attract close to 100,000 spectators — twice as many as attended last year's first Southwest Boat Show.

The show is co-sponsored by the *Dallas Times Herald* and North Texas Marine Trades Assn. All profits from the show will go towards the improvement of facilities at lakes in North Texas.

Two major boat manufacturers in the Dallas Area will exhibit at this show. They are the Lone Star Boat Company at Grand Prairie which employs between four hundred and five hundred at their Dallas County plant and the Texas Boat Manufacturing Company at Lewisville. Texas boat manufacturers aluminum boats and employs between one hundred and twenty-five and two hundred people.

✱

Home Show Planned For Family Viewing

The freshest look in years is promised for the 1958 Home Show sponsored by the Home Builders Association of Dallas County in an effort to push attendance and exhibitor participation to an all-

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DALLAS

Shows

time high for the big March 23-30 event at State Fair Park.

Chairman James W. Smith of the association's Home Show Committee says reorganization and streamlining of the huge exposition, which has been staged here annually for a dozen years, is expected to increase interest in the affair from many sources.

"With assumption of direct operation of the annual show by the association, we hope to convey to Greater Dallas our intention of being in the Home Show business in a serious way," Mr. Smith explained. "It is our intent to give the building and supply industry a proper show in good atmosphere that will attract the public in greater numbers than ever before and benefit the exhibitors as well as all Dallas County."

The show will be held this year in Fair Park's Automobile Building as a better arrangement for both public and exhibitor, and prospective exhibitors are screened carefully for acceptability in the new alignment.

The move from the General Exhibits building also is expected to stimulate more attractive displays and definitely will increase easy parking availabilities for the public attending the affair.

Scores of exhibitors will preview latest developments in home building materials, home furnishings, home appliances, home repair categories, and even home financing.

A 'family show', the big eight-day event will be priced well within the family budget.

"We are not attempting to make money from admissions," the chairman pointed out. "We charge a nominal price to adults to help defray costs but it is the sponsor's desire to keep admission at a figure the entire family can afford so that more residents of the area can visit the mammoth exposition."

Officials estimated the all-new exposition probably would attract some 100,000 people during its eight days and easily could go higher.

"We have found more advance enthusiasm in the show than at any time in recent years," the committee reported.

*Congratulations
to*

Southwest Airmotive Co.

Texas Aviation Material Co.

3930 Cedar Spgs.

LA 6-7441

DALLAS • FEBRUARY, 1958

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In Business Flying**

W. W. CANNON COMPANY

9739 Denton Dr.

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Advertising Manager

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ADVERTISERS IN THIS ISSUE AND THEIR ADVERTISING AGENCIES

ACCURATE MACHINE WORKS.....	69	M & B SALES COMPANY.....	68
ACME BUILDING MAINTENANCE.....	92	Agency — Marvin Winsett, Advertising	
ADDISON AIRPORT.....	65	MAGNAFLUX CORP.....	53
Agency — Jack Kemp & Associates, Advertising		MAGNOLIA PETROLEUM CO.....	99
ADLETA SHOWCASE COMPANY.....	81	Agency — Ratcliffe Advertising	
Agency — Tracy-Loche Company, Inc., Advertising		MATTHEWS ENGINEERING CO.....	55
AEROQUIP CORPORATION.....	58	Agency — Grant Advertising, Inc.	
Agency — The Fred M. Randall Co., Ado.		MERCANTILE NATIONAL BANK AT DALLAS... 100	
Detroit, Michigan		Agency — Ratcliffe Advertising	
AERO INSTRUMENT SUPPLY COMPANY.....	57	METROPOLITAN SAVINGS & LOAN ASSOC.....	60
AMERICAN SAVINGS & LOAN COMPANY.....	81	Agency — Auld Advertising	
ANNAHILL DIRECT MAIL ADVERTISING.....	94	G. E. MILLER & CO.....	47
Agency — Brohard & Associates, Inc., Ado		Agency — R. B. Moreland Co.	
ARTHUR'S RESTAURANT.....	43	HENRY S. MILLER COMPANY.....	33
Agency — The Jack Wyatt Co., Ado.		VANCE K. MILLER COMPANY.....	53
DON L. BAXTER INC., ADVERTISING.....	48	MONARCH PRINTING COMPANY.....	45
BEARINGS & POWER TRANSMISSION CORP.....	67	MUNDELL PRODUCTION.....	57
BEATTY ENGINEERING CO.....	79	KENNETH MURCHISON & CO.....	98
BELL AIRCRAFT CORP. (HELICOPTER CORP.).....	59	Agency — E. G. Shumard, Advertising	
Agency — Rogers & Smith, Advertising		THE MURRAY COMPANY OF TEXAS.....	88
BENNETT PRINTING CO.....	83	MURRAY INVESTMENT COMPANY.....	46
Agency — Taylor-Norworthy, Inc., Advertising		Agency — Mellon Advertising	
BINSWANGER & CO. OF TEXAS.....	19	McDERMOTT ASSOCIATES, INC.....	82
Agency — Abbott & Earl, Inc., Houston, Texas		SAM ROSS McELREATH COMPANY.....	77
BINYON-O'KEEFE STORAGE.....	91	MCAX CORP.....	3
Agency — Baul & Associates, Fort Worth		Agency — Van Roberts, Advertising	
BLANKS ENGRAVING CO.....	41	OFFICE DESIGN, INC.....	50-51
Agency — Brough Advertising		Agency — Marvin Wiss Ado.	
BLUE DIAMOND COMPANY.....	47	OLDHAM LUMBER COMPANY.....	88
Agency — James H. Susong, Advertising		F. S. OLDT COMPANY.....	55
BOCK CONSTRUCTION COMPANY.....	89	Agency — R. B. Moreland Co.	
BOSCO BOLT, NUT & SCREW CO.....	53	O'NEAL DELIVERY SERVICE.....	92
Agency — Van Roberts, Advertising		ORKIN EXTERMINATING CO., INC.....	33
A. J. BOYNTON & CO. OF TEXAS.....	101	PADGETT PRINTING & LITHOGRAPHING CO.....	70
Agency — Sam Bloom Ado.		H. B. PETERMAN TIRE CO.....	61
BRIGGS-WEAVER MACHINERY CO.....	54	PHILLIPS, PROCTER & BOWERS CO.....	54
Agency — Taylor-Norworthy, Inc., Advertising		Agency — Sam Bloom Ado.	
BROWN AERO SERVICE.....	4-5	PRINTER'S INK.....	69
Agency — Jack Kemp & Associates, Advertising		PURNELL ADVERTISING AGENCY.....	54
W. W. CANNON COMPANY.....	95	RAGLAND INSURANCE AGENCY.....	81
CARPENTER BROS. CONTRACTORS.....	69	REPUBLIC NATIONAL BANK OF DALLAS.....	24
CENTURY BLUE PRINT CO.....	81	Agency — Glenn Advertising	
CHATEAUBRIAND RESTAURANT.....	74	FRANK ROGERS & SON.....	77
Agency — Brohard Assoc.		ROGERS PRINTING CO.....	56
CLOUD EMPLOYMENT SERVICE.....	44	Agency — Don L. Baxter, Inc., Advertising	
Agency — Eldred J. Robinson, Advertising		SACKS EMPLOYERS SERVICE.....	44
OTTO H. COERVER CO., INC.....	67	SANTA FE RAILWAY.....	49
Agency — Hepworth Advertising Company		Agency — Leo Burnet, Inc., Advertising, Chicago	
COLLINS RADIO COMPANY.....	64	THE SESSIONS COMPANY.....	68
Agency — W. D. Lyon Co., Cedar Rapids, Iowa		Agency — Advertising Agency, Inc.	
DALLAS AERO SERVICE.....	85	DAVID A. SHAPIRO.....	74
Agency — Jack Kemp & Associates, Advertising		SHELBY OFFICE SUPPLY.....	54
DALLAS AIRCRAFT SUPPLY.....	57	Agency — Ted Workman Ado.	
DALLAS ASSOCIATION OF INS. AGENTS.....	57	RAY SMITH TRANSPORT COMPANY.....	45
Agency — Ayras Compton Associates		SNAP-ON-TOOL CORP.....	53
DALLAS FEDERAL SAVINGS & LOAN ASSOC.....	42	SOUTHERN KITCHEN.....	80
Agency — Crook Advertising		Agency — Paul Berry Company	
DALLAS PIONEER.....	6-97	SOUTHERN TRUST & MORTGAGE CO.....	88
DALLAS POWER & LIGHT CO.....	20	SOUTHLAND LIFE INSURANCE CO.....	41
Agency — Rogers & Smith, Advertising		Agency — Delamatt Advertising	
DALLAS TRANSFER & TERMINAL WHSE. CO.....	47	SOUTHWEST SANITARY CO.....	57
Agency — Marvin Winsett, Advertising		SOUTHWEST AIRMOTIVE CO.....	39
DALLAS UNION SECURITIES CO.....	42	Agency — Don L. Baxter, Inc., Advertising	
Agency — Crook Advertising		SOUTHWESTERN ADVERTISING & MARKETING.....	42
DAVIS BROTHERS.....	43	SOUTHWESTERN LIFE INSURANCE CO.....	42
DELTA STEEL BUILDING CO.....	60	Agency — Crook Advertising	
DICTAPHONE CORP.....	30	SOUTHWESTERN SHEET METAL & MFG. CO.....	40
DORSEY COMPANY.....	75	SPARKMAN-BRAND, INC.....	80
ELECTRICAL CONTRACTORS & MAINTENANCE.....	48	Agency — Thomas R. Leslie, Advertising	
S. L. EWING & COMPANY INC.....	43	DON L. STERLING.....	60
Agency — Marvin Winsett Advertising		STEWART OFFICE SUPPLY.....	95
EXECUTIVE AIRCRAFT SERVICE, INC.....	75	Agency — Grant Advertising, Inc.	
Agency — Auld Advertising		STROMBERG-CARLSON.....	77
FIRST NATIONAL BANK IN DALLAS.....	8	Agency — Charles Russell & Associates	
Agency — Rogers & Smith, Advertising		Advertising, Rochester, N. Y.	
FLIGHTDECK.....	76	SUGGS OFFICE SUPPLY CO.....	93
GAYLORD CONTAINER CORPORATION.....	61	SUNSHINE LAUNDRY & CLEANING.....	53
Agency — Oakleigh R. French and Associates,		SYLVESTER'S DISPENSING OPTICIANS.....	79
Advertising, St. Louis, Mo.		W. A. TAYLOR CO.....	74
GOSS AIRCRAFT SUPPLY.....	81	Agency — Hepworth Advertising Company	
GRAN HOTEL ANCIRA.....	88	TEXAIR AIRPORT.....	70
J. R. GRAY, INC.....	68	TEXAS AVIATION MATERIAL CO.....	95
GREAT NATIONAL LIFE INS. CO.....	80	TEXAS BITULITHIC CO.....	69
GREAT SOUTHERN LIFE INS. CO.....	46	Agency — R. J. Burke Advertising, Inc.	
Agency — Boone and Cummings, Advertising, Houston		THE TEXAS COMPANY.....	92
HARTSON BUREAU OF INVESTIGATION.....	69	TEXAS DELIVERY WAREHOUSE.....	87
HERTZ STATIONS, DIV. HERTZ CORP.....	63	Agency — James H. Susong, Advertising	
Agency — Campbell-Ewald & Co., Chicago, Ill.		TEXAS DISTRIBUTORS, INC.....	29
HESSE ENVELOPE CO.....	84	Agency — Dowdell-Merrill, Inc., Advertising	
Agency — Ted Workman Ado.		TEXAS EMPIRE LIFE AND ACCIDENT INS. CO.....	55
HIGGINBOTHAM-PEARLSTONE HARDWARE CO.....	57	Agency — Paul Berry Company, Advertising	
DR. LEON HOFFMAN.....	44	TEXAS EMPLOYERS' INS. ASSOC.....	86
HUDSON & HUDSON.....	44	Agency — Delamatt Advertising	
NOBLE HURLEY COMPANY.....	60	TEXAS INSTRUMENTS, INC.....	34
HUMBLE OIL & REFINING CO.....	78	Agency — Don L. Baxter, Inc., Advertising	
Agency — McCann-Erickson, Advertising		TEXAS OFFICE FURNITURE CO.....	40
INDUSTRIAL PROPERTIES CORP.....	82	Agency — The McCarty Company of Texas, Inc.	
Agency — John Payton Dewey, Advertising		THOMAS OPTICAL COMPANY.....	55
THE KELLEY OFFICE SERVICE.....	77	Agency — Dicklow Advertising	
LEO L. LANDAUER & ASSOCIATES, INC.....	46	TOOL PRODUCTS CO.....	79
LANE CONTAINER COMPANY.....	82	TOOL SUPPLY & ENGINEERING CO.....	43
Agency — Hepworth Advertising Company		UNITED FIDELITY INSURANCE CO.....	36
J. W. LINDSLEY COMPANY.....	55	Agency — Clarke-Dunagan & Hughes Ado.	
GEO. LINSKIE CO., INC.....	73	HOWELL H. WATSON.....	88
LONE STAR BOAT COMPANY.....	93	WELDERS SUPPLY, INC.....	93
Agency — Taylor-Norworthy, Inc., Advertising		WILHIDE EQUIPMENT CO., INC.....	40
LONE STAR CADILLAC CO.....	2	Agency — Hepworth Advertising Company	
Agency — Rominger Advertising		JUNE YUNKER.....	33
LONE STAR GAS COMPANY.....	100		
Agency — Erwin Wacey-Ruthraff & Ryan, Inc.			

Dallas *Pioneers*



Established

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

Street Railway

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1887 Buell & Company

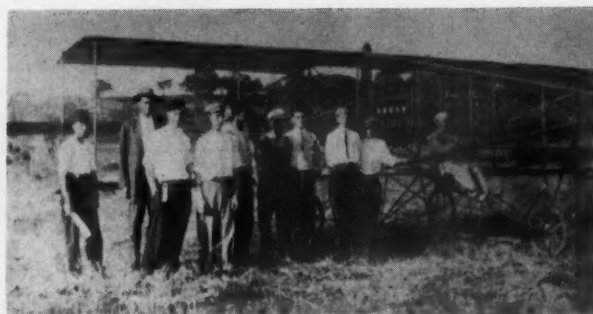
Building Material
Distributors

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products



THE Curtiss Type "Crate" shown above was probably the first plane built in Dallas and successfully flown. M. E. Virgil built this plane about 1911 in a shop near McKinney and Mastin and it was tested, rebuilt and flown later by Lester Miller in a field near the present site of the Meadows Building. Previous to that time, Colonel E. H. R. Green, who brought the first automobile to Dallas, also purchased the city's first plane in 1909. That same year Frank Goodale astounded the populace by circling the Praetorian Building, then Dallas' tallest, in a Stroebe Dirigible. This first skyscraper was projected and built in 1908 by C. B. Gardner who founded the Praetorians in 1898. Texas had little wealth and few if any home insurance companies in that era. In later years, the Praetorians became a legal-reserve fraternal organization with policyholders from coast to coast. On January 1, 1958, the name was changed to The Praetorian Mutual Life Insurance Company with old line legal reserve status. Today under the management of J. M. Mottley as president the company has assets of more than twenty-two and a half million dollars. From a back-alley business and dangerous hobby, Business Aviation has developed into a major industry in Dallas and one of the keys to Dallas commercial leadership in the Southwest.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge
Printing Company

Printing, Lithography, Engraving,
Office Supplies

1900 John Deere
Plow Company

Agricultural Instruments

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

New Gateway

(Continued from page 15)

matically-designed brick-stone-and-glass structure on Love Field's east side which, instead of being a part of a hanger lean-to in the old tradition, is an eye-filling entity in itself. Architects Robert Goodwin and L. C. Cavitt, who have created many of Dallas' spectacular homes and buildings, proudly admit that here is "something new and different." General Contractor George Bock declares he'd like a plaque on the wall stating this is a work with which he is more than average-happy.

In its around-the-clock, seven-day-a-week "Chamber of Commerce" role at Love Field, Southwest Airmotive puts out its welcome mat for thousands of the community's most important visitors—captains of industry, engineering and sales executives, and celebrities from every walk of life, from Wall Street, Broadway and Pennsylvania Avenue, to Hollywood and Vine. In the last 12 months, the firm extended greetings and assistance to the passengers of 15,000 aircraft from 34 states and six foreign countries.

In its role as a City of Dallas "tenant," Southwest Airmotive is out-sized at Love Field only by big Braniff International Airways.

Through rentals, taxes, and other payments, Southwest Airmotive each year puts some \$425,000 directly into City coffers. It spends \$1,800,000 annually for company services and supplies purchased in this area, and its 800 employees each year collect more than \$3,000,000 in wages.

Considerable other revenue is generated in Dallas by SAC customers who patronize leading hotels, shops, restaurants, and entertainment spots.

For a full quarter-century, Southwest Airmotive also has been busy establishing its name nationally and internationally and, in so doing, has brought credit and renown both to Dallas and to Love Field.

Aviationists

(Continued from page 21)

to mouth basis, and industry began to overrun the field. Then the initiation of air mail service in 1926 gave Dallas a new outlook on aviation and things began to look up in the aviation industry. The files of DALLAS for 1926 and 1927 reflect this resurgence of aviation activity.

The December 1927, issue of DALLAS quotes a Department of Commerce report for the year 1926 showing that the volume of business for the aircraft industry in the United States was nine million dollars,

two-thirds of which came from the public and one-third from the government. The same issue recorded: "Love Field boasts the first civilian school in the South in aerial navigation, there being only two others in the United States. Aviation industry is daily being expanded as evidenced by the following concerns at Love Field: Southern Airways, Inc., Milholland Airways and School, Airplane Service, Inc., Dallas Aviation School, Texas Aero Transport Company, National Air Transport Inc., Dallas School of Aerial Navigation, Good and Foster, Woodall and Shaw and International Flying Service."

The City of Dallas acquired Love Field as the municipal airport early in 1928. Both airlines and private flying interests based there painted optimistic pictures of the coming age of the airplane, but there were many doubting Thomases who scoffed at the business prospects of aviation generally. All of Love Field's operations were concentrated on the original "hangar row," along Love Field Drive. It was not until 1940, when the City of Dallas opened the new \$225,000 terminal on Lemmon Avenue, that any of the airport operations left "hangar row."

In the early days of World War II, Love Field "exploded." The Air Force built a large modification center on the southeast side of the field, operated by Lockheed Aircraft Corp. Later, the Air Force Ferrying Command built a large base adjoining the modification center.

Major Bill Long's Dallas Aero Service, one of the pioneer operations at Love Field, played a major defense role as a pilot-training center. Other fixed base operators at Love Field also expanded.

As the war drew to a close in 1945, the City of Dallas adopted the Master Plan for expansion and redevelopment of Love Field. This far-sighted plan provided for all of the improvements at the airport now completed or under construction. The one remaining phase of the Love Field Master Plan, still to be constructed, is the parallel instrument runway. The airport was engineered, under the Master Plan, in a manner which will double the operational capacity of Love Field when the parallel instrument runway is built.

Business Aviation

(Continued from page 22)

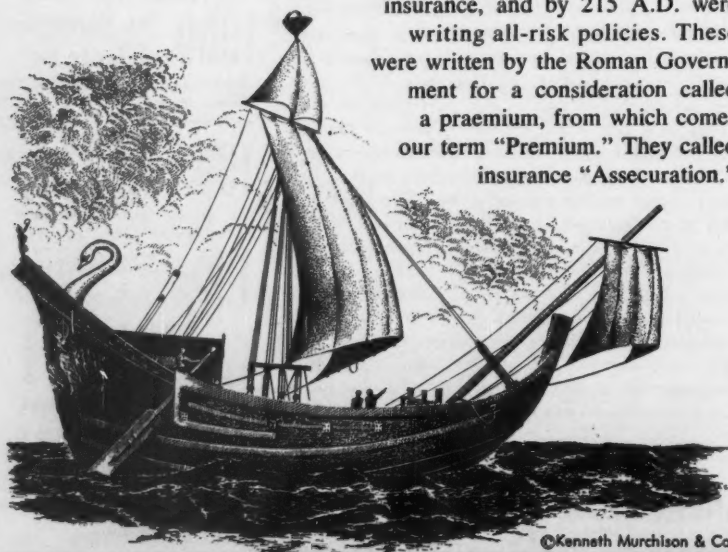
ice, and Brayton Flying Service dealing in export sales of surplus airline equipment.

Wherever you look in Dallas today from nuts and bolts to airframes and electronics, there is a growing connection with the aircraft industry.

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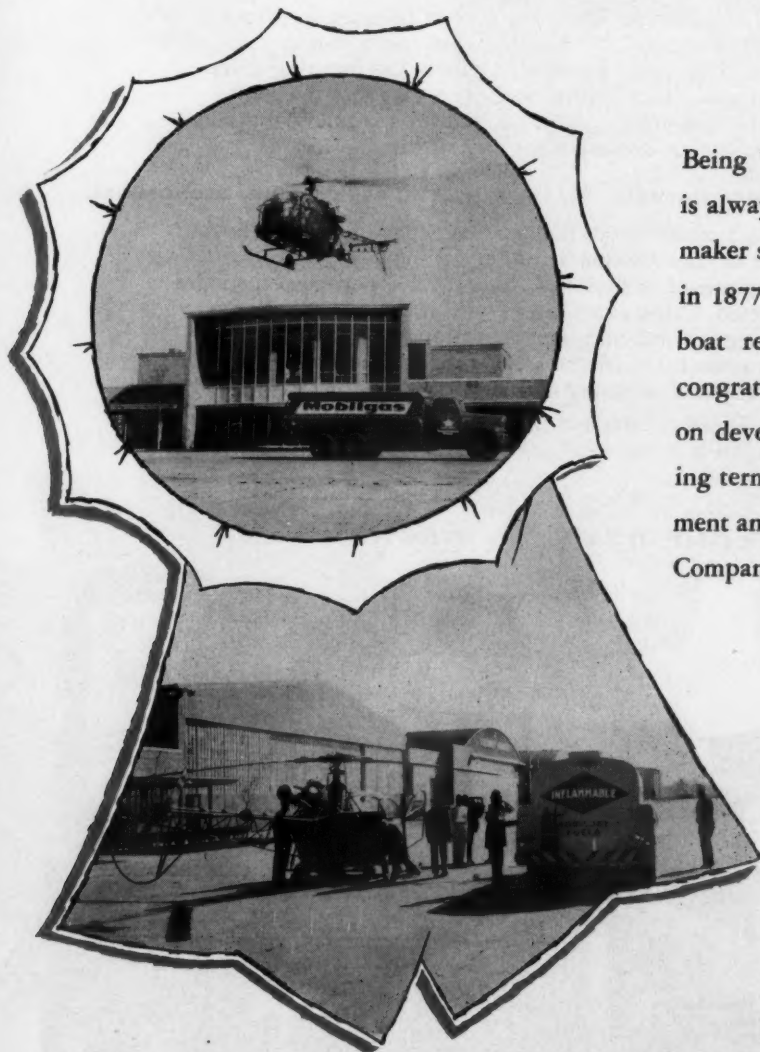
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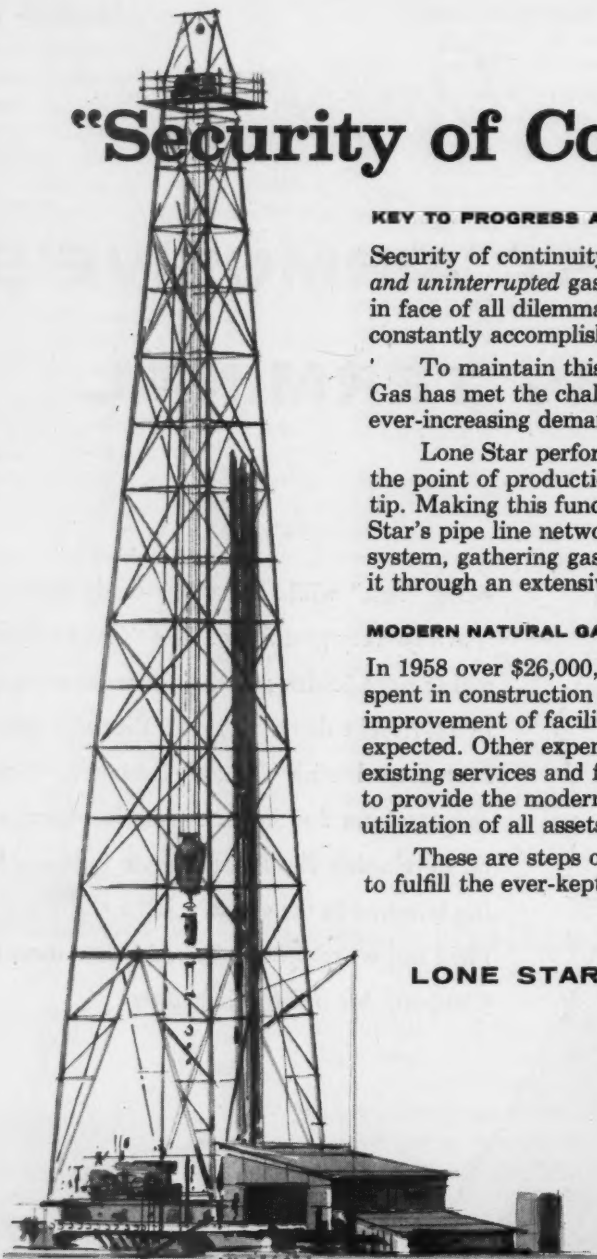
To maintain this all-important continuity, Lone Star Gas has met the challenge in the face of the ever-increasing demand for natural gas.

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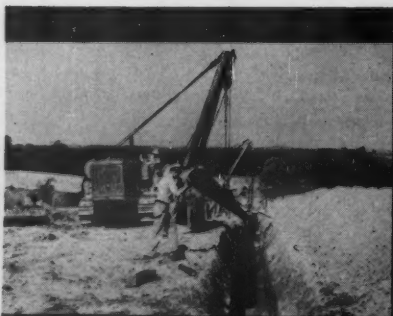
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In 1958 over \$26,000,000 in cash expenditures will be spent in construction alone, providing continued improvement of facilities. Some 26,000 new customers are expected. Other expenditures will improve and enlarge existing services and facilities throughout the system—to provide the modernization necessary for full utilization of all assets and resources.

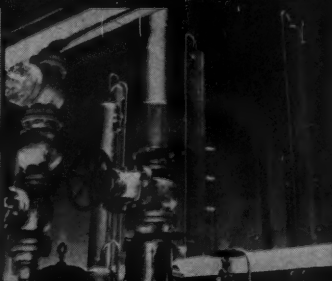
These are steps of progress and growth—steps taken to fulfill the ever-kept promise of security of continuity.



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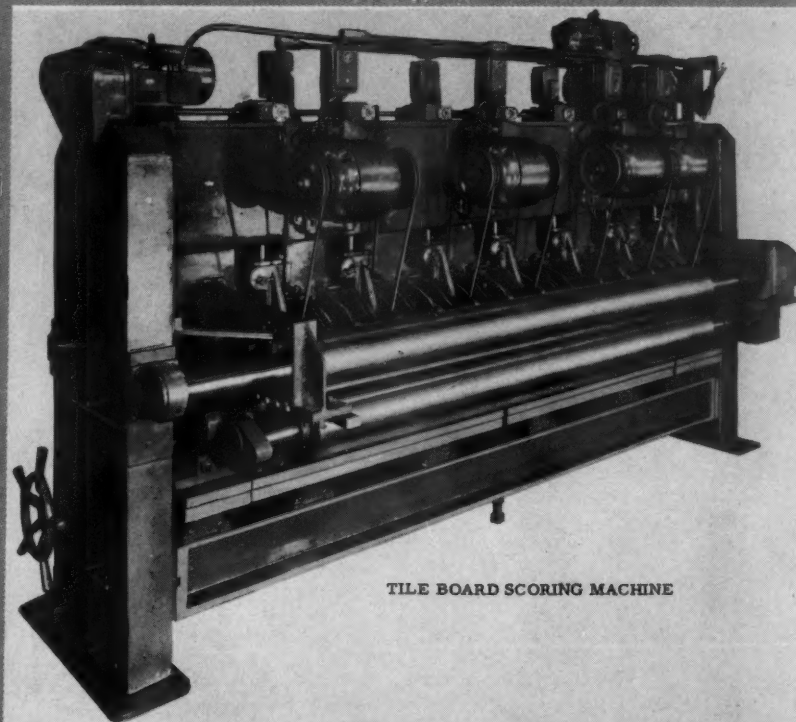
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